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712 1,241
267 1,289

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p. 24, 1953
4.00-29.50
1.50-25.50
9.50-22.50
8.00-20.50
3.00-30.00
7.00-21.00
9.00-26.50
5.00-19.50
9.85-20.35*
0.50-21.50
9.25-10.25
(in 1953)

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36.00-38.00
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ODUCER

UNIVERSITY
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APR 13 1954

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LIBRARY

IN THIS ISSUE

DEEP PROMOTION

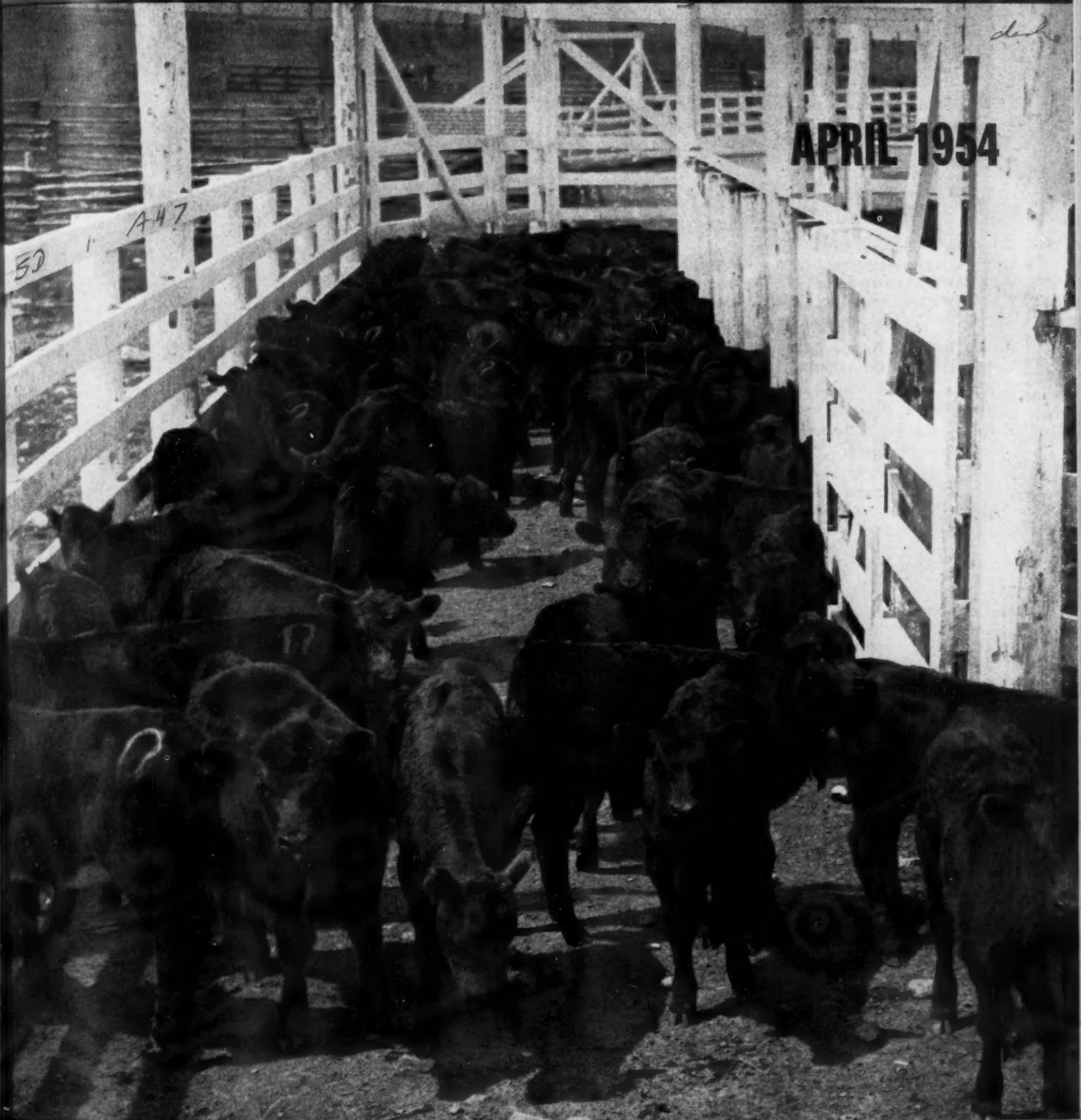
RESEARCH

THE COYOTE

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CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE



APRIL 1954

What will your son be, tomorrow?

Will he be a doctor or lawyer . . . an engineer . . . or even President? No goal is too high for his young dreams to reach! Just what will your boy be, tomorrow?

Did you ever stop and think that regardless of wars or depressions . . . regardless of booms or busts, your country will always need more food . . . and that in 1975 it'll probably need 20% more food than today? And that the most sought after food in the world is BEEF?

You know there's no greater livelihood than that of the cattleman . . . and no greater satisfaction and security than that of the cattle breeder . . . for a man with a cow herd is really never broke!

Build for his Future, Now!

Why don't you start now to mold your boy's dreams into reality . . . to secure his future . . . and his success? Why don't you stimulate his desire to become a cattleman? Why don't you help him build an Angus herd?

Why Angus?

Simply because Angus is America's fastest growing beef breed! Angus is the breed of tomorrow! Why? Because . . .

1. Angus are the ideal type the market demands. That's why packers usually pay more for them.
2. Angus are naturally hornless. They have no cancer eye and little pink eye.
3. Angus have larger calf crops . . . have less calving trouble, for Angus calves have smaller polled shaped heads. Calves weigh more at weaning, too.

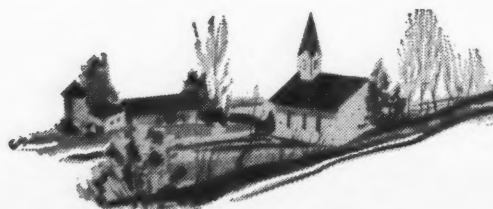
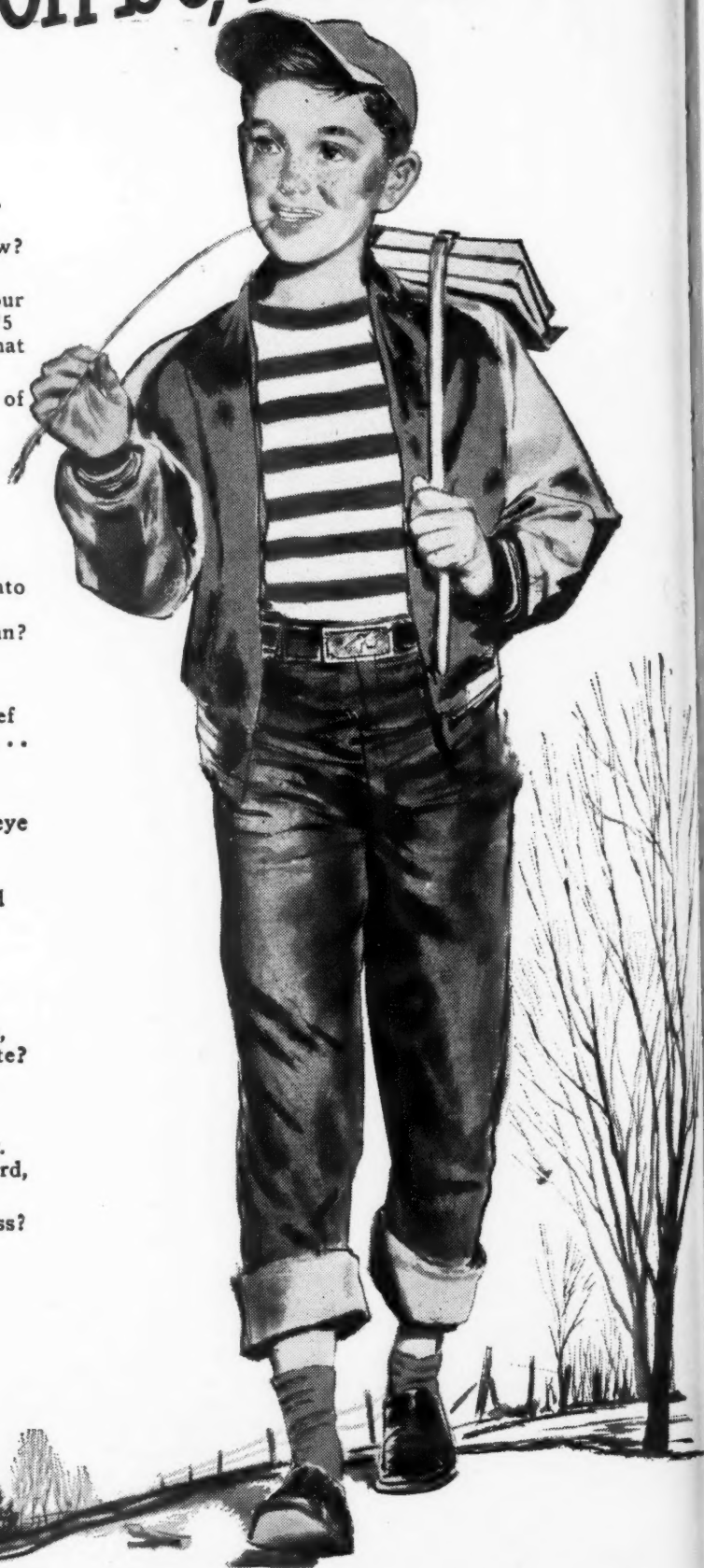
How do you start?

Why don't you buy your boy a good bred heifer or two, from one of the many good Angus breeders in your state? He can save all heifer calves and use his bull calves for steer feeding projects.

Perhaps he can also join one of the many Angus Heifer Clubs springing up all over the country. In 10 years your boy will not only have a good cow herd, but a sizeable income of his own, too!

Is there any better way to insure your son's success? Is there any better way to be sure "what your son will be tomorrow"?

For Information Write
American Aberdeen-Angus Breeders' Assn.
Chicago 9, Illinois



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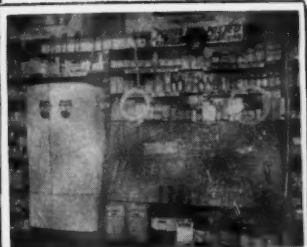
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More Calves

**are Immunized Against Blackleg
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YOU travel with the leaders when you insist on
vaccinating your calves with genuine FRANKLIN Bacterin.

For thirty years many of the big successful outfits have used only Franklin to protect their animals from Blackleg. ¶ Just as the quality of Franklin exceeds the minimum requirements by a wide margin, so does the demand for Franklin exceed the sale of any other by a wide margin.



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YOUR OWN HOME TOWN**
Franklin products are as close to you as your local Drug Store, for in nearly every town there is a well stocked and well informed Drug Store Franklin Dealer.

Call upon your nearest Franklin Dealer for the help his professional training equips him to render in the proper selection and use of the right product for your particular needs.

• • •
**BE SURE TO HAVE THE
LATEST FRANKLIN CATALOG**
In its 80 pages are described, illustrated and priced the complete Franklin line of vaccines and supplies for livestock. A free copy is yours from your local dealer, or by mail from any Franklin sales office.

When you start using Franklin you stop losing calves.

FRANKLIN CL. CHAUVEI-SEPTICUS BACTERIN

combines a full immunizing dose against Blackleg with a full immunizing dose against Malignant Edema.

It's a wise precaution to also start building resistance against Shipping Fever by giving each animal a Spring Dose of FRANKLIN CORYNE-PASTEURELLA BACTERIN. Supplement this with a booster dose in the fall before weaning or shipping.

There is a growing trend for doing this complete job with FRANKLIN CL. CHAUVEI-SEPTICUS PASTEURELLA BACTERIN which gives triple protection; for Blackleg, for Malignant Edema, and for the Hem Sep factor of Shipping Fever.

Be Prepared for PINKEYE

This seasonal affliction is best dealt with by prompt use of FRANKLIN PINKEYE POWDER, or FRANKLIN PINKEYE TREATMENT, (liquid). Both give excellent results. Both come in self-dispensing containers.

IT PAYS TO DEHORN EARLY

Franklin Dehorning Paste avoids infection and shrinkage. Also Tube Instrument, Electric, and Barnes Dehorners. Bloodstopper is the popular powder wound dressing. Branding Supplies. Franklin heat-holding Copper Irons and Electric Irons. Brand-Em-Of, powerful liquid chemical that makes clean, lasting brands without heat.

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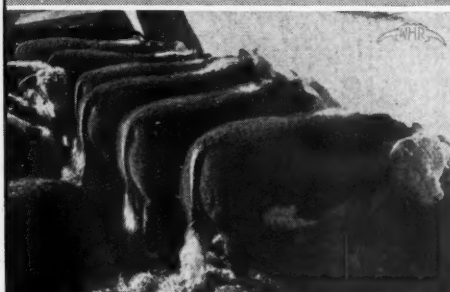


“you
and us”

How are you fixed on bulls?

That's one need seems to face us all, most of the time. It's a bit tough to have to buy this year, but they won't cost so much.

- Fact is, this is the first year in a long time, we've ever had any bulls on hand old enough for service. Always sold out before, in advance.



- Right now, we have about 50 good, coming twos, for sale—no better anywhere—for top commercial herds.

- “No,” photo above are not the ones; it shows our Denver CHAMPION load. These for sale now, are NOT fat; just right to go to work.

Say—Did you read in February “Nation's Business” about the Kern County fabulous “spread” in California? 1,900,000 acres, running 30,000 Hereford cows, we hear. If they'd come look at our WHR bulls, we'd sell out in a hurry.

- We'd just as soon sell them to some of you smaller operators.

Come See Us
and the Bulls

Wyoming
Hereford
Ranch
Cheyenne, Wyo.



Letters To The Editor

WORST DROUTH—I greatly enjoy the letters in the PRODUCER and would like to see more of them. (So would we.—Ed.) Southern New Mexico is suffering the worst drouth since white men settled here. There is no moisture in the soil and practically no chance for spring feed unless it rains soon. Since Sept. 1, 1953, we've had 1.88 inches of rain at my ranch and many places totaled even less. We've also had more than usual dry winds the last 30 days (3/22) which sucked every bit of moisture out of the soil except in a few sheltered or favored spots.

This time of year we usually have some green grass on southern exposures but not this year. Springs and wells have dried that were not known to fail in 70-odd years. Some ranchers forced drastically to curtail cow herds account of water shortage and nearly all cattle are being fed supplemental feed. Most ranchers feed the “wonder feed” meal
(Continued on Page 32)

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AMERICAN CATTLE PRODUCER

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515 COOPER BUILDING, DENVER 2, COLO.

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DAVID O. APPLETON.....Editor
RADFORD HALL.....Business Manager

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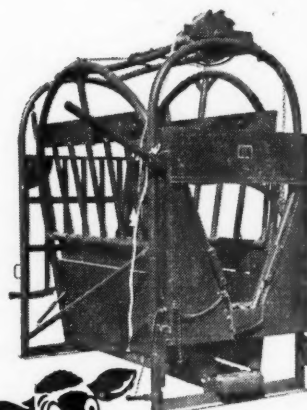
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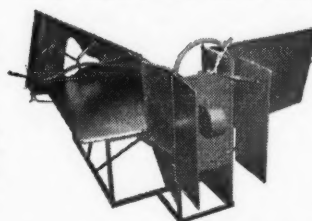
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New neck lever latch, foot operated, safer and faster. Slatted rear gate causes waiting animal to come in better. Improved safety and ease of operation makes the TECO Squeeze better than ever. New easy-to-load trailer, too.



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New narrow squeeze bar exposes more of calf's side than ever before. One-pull squeeze and tilt feature. Faster, easier operation throughout. New swinging rear gate saves effort. More compact overall. For years the best, the new TECO Calf Chute is now better than ever!



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AMERICAN CATTLE PRODUCER

The Lookout

BASED ON LIVESTOCK INVENTORY information, the Agricultural marketing Service observes that continued interest in expanding milk cow numbers in the immediate future is reflected in the 1 per cent increase in heifers 1 year old and under 2 being kept for milk cow replacements on farms. Some areas, however, reduced rather sharply.

FURTHER INCREASES in beef production in the Southeast are indicated by the increase of beef heifers on farms there. Most beef producing states in the Plains and intermountain sections are holding fewer beef heifers for stocking and replacement.

NUMBER OF BULLS was about the same but bulls decreased in important milk producing states where more use is made of artificial insemination. Southeastern states increased bull numbers, further emphasizing the uptrend in beef production there.

THE ANNUAL RATE OF MARKETING and slaughter of cattle has been built up to high levels. In 1951 only 26 million cattle and calves were slaughtered. In 1953 slaughter jumped to 36½ million, sufficient to provide 76 pounds of beef per person.

THE PRESENT HERD could provide even more animals for slaughter this year, perhaps 37 to 39 million, without dipping into inventories. Average weights will be lighter but output will hold consumption to about the 76-pound mark (some experts predict a little less). How to market so many cattle and so much beef and get adequate returns is a problem (one thing the industry is doing is told in the story on Page 9).

PRICES OF CATTLE will probably average about the same as in 1953 if consumer demand does not weaken greatly and if slaughter is around 37 to 39 million. Prices may even show some modest improvement over last year's depressed ones. The most hopeful feature is that the adjustment to lower prices has now been made and no sharp further declines are in view. Also, feeders have made profits, and if this continues, demand for feeder cattle next fall will be bolstered a bit.

PRICES OF COWS and stocker and feeder cattle probably will decline seasonally in early spring. Fed cattle are being marketed as soon as they reach the bottom of the next higher grade and a big seasonal bulge in their marketings may therefore be avoided. Prices of fed cattle could prove fairly stable this summer.

THERE IS ONE PROVISIO in these appraisals of the outlook: that no general drouth intervenes. If a severe drouth should occur, slaughter would be increased further.

ACREAGE PLANTED TO FEED grains in 1954 will be above 1953 and the 1948-1952 average if farmers carry out their Mar. 1 intentions. Prospective corn acreage is slightly smaller than in 1953 and the smallest in 60 years. Acreages of other feed crops, however, are expected to be increased substantially as these crops are planted in land taken out of wheat, cotton and corn. On Mar. 1 farmers planned increases over 1953 acreages of 7 per cent in oats, 47 in barley, 28 in all sorghums and 3 in hay.

THE BUILDING FUND continues to grow. Have you sent in your contribution to this permanent home of the association which represents the greatest industry in the country -- the cattle industry? And will your name appear on the plaque to be hung in the building to show who made this monument possible? You may use the following blank.

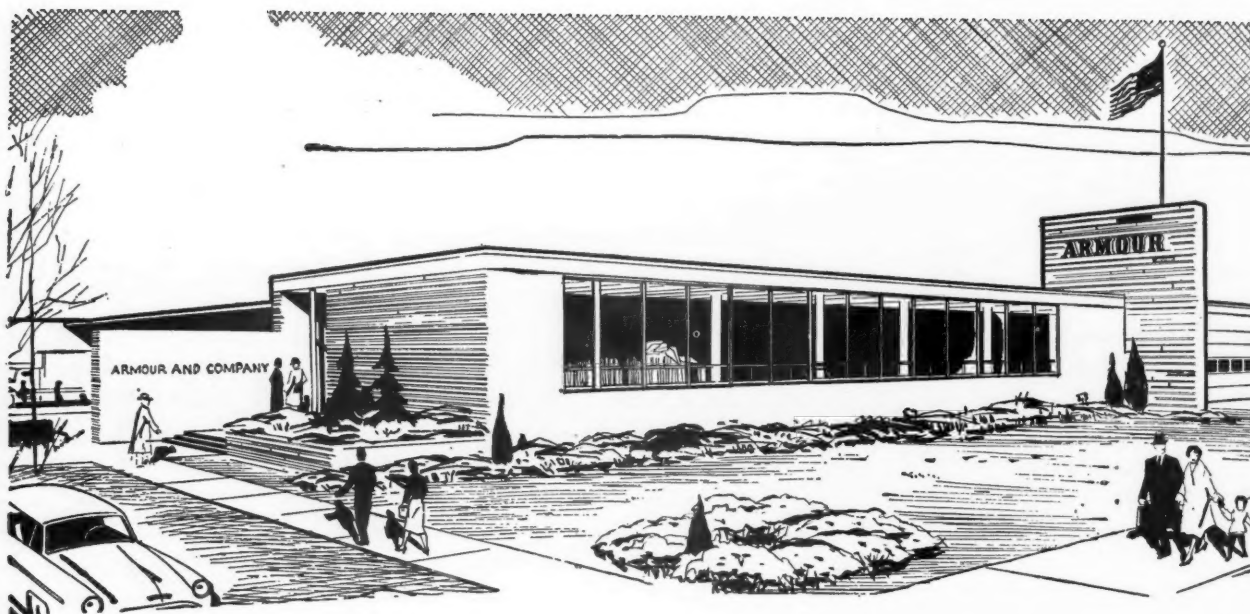
To American National Cattlemen's Association
515 Cooper Bldg., Denver 2, Colo.

I enclose my contribution (or will send it later) of \$_____ to the
American National Cattlemen's Association building fund.

Name _____

Address _____

April, 1954



How this new Armour Branch House in Waterbury helps build your livestock markets!

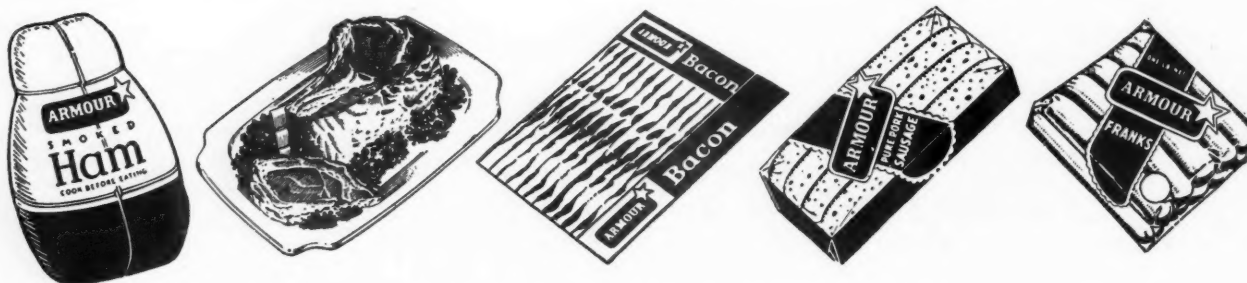
Armour and Company celebrated the opening of a new branch house in Waterbury, Connecticut, recently by inviting the people of that town to an Open House. We wanted to show them how efficiently the new branch house would serve them.

We wish you could have been with them because this new branch house is also serving *you*. Like the more than 200 other Armour branch houses throughout the country, it plays an important part in getting the products of your farm to consumers.

The average medium-size Armour branch house carries about 750 items *regularly*. A large branch carries twice as many. A branch house must have facilities for refrigerating, distributing and, in some cases, processing the foods the people it serves want. This new Armour branch house is built and equipped to perform these functions in the most efficient way.

Our new branch house in Waterbury has the facilities to supply a territory of one million people with the products of livestock. That's an important market to us and to you livestock farmers. When we supply these people efficiently it helps us win *steady* customers for our products—*steady* customers for products made from the livestock *you* raise. So, the modern, efficient Armour branch house in Waterbury helps us win good friends for livestock products. And that helps make your future in livestock farming more secure.

Incidentally, the fine products distributed through our new Waterbury branch are also distributed to retail stores near you. Why not try them? We're sure you'll like what we've done to your "raw materials." Armour quality is the reason so many people who buy products made from your livestock look for the Armour Star Label. We hope you will, too.



ARMOUR AND COMPANY

GENERAL OFFICES, UNION STOCK YARDS, CHICAGO 9, ILL.

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"Wrong Side Up"

ONCE UPON A TIME AN OLD Indian, watching a white settler plowing up light-soiled grassland, said, "Wrong side up," and stalked away.

Much later, when winds churned up the "dust bowl" in the 1930's, many ranchers in that semi-arid region had occasion to ponder the wisdom of the old Indian's saying.

Now again, with even more rangeland plowed up to make a fast dollar on wheat, we can clearly see the error of putting the plow to a country that is subject periodically to drouths and high winds.

But this time the wrong side up remark should be directed to the government, for the plowing has been encouraged by high support

prices for wheat, enticing farmers into the destructive practice.

And while the price support has encouraged breaking up of land unsuitable for wheat, another branch of the government, the Soil Conservation Service, has been doing its best in these areas to keep the plow away. A SCS district in southeastern Colorado long ago ruled that no new land may be broken up. It has been a hard rule to enforce, especially when prospects for wheat were good and the price of cattle low.

They found there that even after 20 years of non-use as cultivated land, the old wheatfields in the 1930 dust bowl are at best only arrested cases.

The Colorado legislature has tackled the problem in a little different way. A special session passed a law that empowers county commissioners to order a farmer to practice soil conservation, such as chiseling or listing to keep his land from blowing onto neighboring lands, and if he cannot or will not do the work, the commissioners may hire it done and assess the cost against the land as taxes.

These are drastic measures, but those who complain about them will get little sympathy from neighbors who do their part in using the land properly, recognizing the wisdom of leaving the grass cover intact and regarding the land from a long-term view.

Steadying Force

AN IMPORTANT OUTLET FOR the cattle that had to be taken off ranges because of drouth (and for other surplus animals) was the buying of beef last year by the government for the school lunch program.

The program plays a dual role. It takes off the market a part—maybe even only a very small part—of an agricultural crop and thus at least partly stabilizes the market for that crop. Both the producer and the economy as well as the children benefit.

The program grew out of increased emphasis on better diets and need to dispose of surplus food, says Agricultural Situation. It was enlarged when the secretary of agriculture was authorized to encourage consumption of products that were in too plentiful supply by buying and distributing them to schools. This was commonly known as Section 32.

In 1944 the federal government made funds available to the program but the state and parents also share in the cost. In 1953 state and local governments and local organizations paid \$103 million for the program; parents' payments for their children's lunches totaled \$276 million. Together, this paid for about three-fourths of the cost of the program.

Currently nearly 10 million children are getting lunches under the program in more than 57,000 schools.

There is one lesson we've learned in better distribution of agricultural products, says the magazine: "The selective and timely purchase of foods for the school lunch program, though small compared with total volume, is something just about as important to the farmer as the Federal Reserve Bank to the small-town banker. Both are stabilizing, steadying forces in the nation's economy."

U. S. Attaches

THERE IS A BILL BEFORE Congress (HR 7997) which would return to the Department of Agriculture the authority over United States attaches in the foreign service of the Department of State.

This bill merits the support of agriculture. It is being backed by the Grange because "it should help regain lost farm markets."

But there is another solid reason for support of the bill: The Agriculture Department and not the State Department should be spokesman for agriculture.

The State Department has long been prone to disregard the interest of agriculture in what it assumes to be its broader outlook. For years it has been chipping

away at U. S. tariff protection in trade for a nebulous good-neighbor plan until today we are, with our high standard of living and consequent high cost of production, among the lowest tariff-protected nations in the world.

Particularly now, when there is so much clamor for further tariff concessions, which inevitably must be made at the expense of the country's workers who are agriculture's best customers, it is important that agriculture should be properly represented in foreign affairs.

Plausible Case

THERE IS A PLAUSIBLE case that can be stated for the agricultural side of our economy compared with the capital or durable goods sector.

Before the current business let-down, for a long period all branches of the economy enjoyed prosperity. But in the past two years agriculture has suffered a relapse.

If the durable goods industry is now heading into a recession (some experts talk of a 10 per cent decline in industrial production) even that would still leave individuals with record purchasing power.

Necessities under this situation will continue to be bought. In fact, during 1953 consumers purchased considerably more beef than in any previous year. They should still be in position to buy generously this year, too. Maybe agriculture has already had its recession.

Watch for the May edition of Reader's Digest for an article on the American National Cattle-men's Association.

The 'National' At Work

● Three American National committees—the legislative, marketing, and research—were active the past month.

● In Washington, D. C., American National president, Jay Taylor; legislative committee chairman, Don Collins, Colorado; committee member, G. R. Milburn, Montana; committee counsel, J. G. Montague, Texas; marketing committee chairman, John Marble, California, and assistant executive secretary, Radford Hall, were concerned with such matters as livestock credit, the beef buying program, farm legislation, beef promotion, the administration's grazing bill and range improvement funds.

● Reporting on this work, Mr. Hall said there's plenty of cooperation offered in this election year but with an eye also to the political effect. But these men saw many people in Washington, and in a different vein Mr. Hall continues his report:

● That the Farm Credit Administration officials agreed to study the problem of long-term credit for basic cow herds.

● That the beef buying program is ready again this year to siphon off drought disaster or surplus marketings if necessary—and with the two principal bugs of the program removed; that is, the time lag between purchase and delivery dates, and the lack of uniform distribution of purchases over the country. The FAO said it will do its part in purchases for foreign aid and may even launch a school lunch program in friendly foreign nations.

● Members of the committee, including Cushman Radebaugh, of Florida, testified in hearings on the general farm program, supporting President Eisenhower's farm program as a step toward a free economy for agriculture and opposing a price support law for cattle.

● Limited opposition and favorable action on the Aiken-Hope bills were reported. The Aiken bill passed the Senate with a limitation on the life of the value of improvements on the forests to 20 years—that is, compensation if called for would be amortized over this period—and deletion of Section 5 calling for a study of range fees. But Senator Welker (Idaho) moved for amendment providing for de novo appeals in the district courts rather than review of the record as the bill provides. This delays matters.

● President Taylor appeared at a House subcommittee hearing to support funds for preparation and release of improved and more advanced information on the country's calf-crop and cattle-on-feed figures. Assistant Secretary Hall at a House subcommittee hearing urged retention of the Granger-Thye authorization for range improvements—about \$700,000. Proposed budgets for fiscal 1955 would cut this amount drastically.

● A beef promotion program to show that beef is the best daily source of protein was outlined to presidents and secretaries of state cattle associations at a meeting of the marketing committee in Colorado Springs in mid-March. President Taylor, Mr. Marble, Mr. Collins and Mr. Milburn had previously conferred in Washington with top officials of the Farm Bureau, Grange, National Council of Farm Co-ops, National Federation of Milk Producers and USDA who expressed willingness to cooperate in this program. The promotion program will be pushed also in eastern states, with a beginning already made in Maryland and Virginia.

● A catalog of beef cattle research and a survey of management practices of representative cattlemen were goals outlined by the special research committee when it met in Denver Mar. 22. Alan Rogers, committee chairman, said that a catalog on research would be the first such compilation and should be of great value. The committee is gathering information on projects of state and federal institutions to give more widespread publicity to valuable research.

● Executive Secretary F. E. Mollin attended a meeting in Salt Lake City where the scabies outbreak was considered. Benzene hexachloride was approved for spray and dipping use.

● "Cow Business," the American National's television film, has already been shown in 30 large cities, according to Lyle Liggett, director-producer.

Nat'l Offers Beef Sign

INDIVIDUAL STOCKMEN WILL have a chance to help publicize beef with inexpensive signboards on their property through a plan developed this week by the American National's marketing committee.

The signs, of sturdy metal and long-lasting enamel, will be about three square feet in size and will carry a beef slogan on both sides. Letters will be covered with thousands of tiny glass beads to reflect auto headlights. Holes will be drilled in the metal to provide easy installation on any type of post which the rancher can set up on the location of his choice.

Cost of the sign has been estimated at less than \$3, including postage. Expected reductions in the price coming from mass-production will, of course, be passed along.

Because the final price and distribution plans have not been set, the committee asks stockmen to communicate immediately with Lyle Liggett, American National Cattlemen's Association, 515 Cooper Building, Denver 2, Colo.

The letters or postcards indicating the number desired, suggestions for slogans, etc., will not be considered a final order, but will help the committee determine the quantity of signs to be ordered. Definite orders will be taken also through some state and local associations as the plan is developed.

The Public . . . And You

BY
LYLE LIGGETT

DID YOUR ASSOCIATION have a successful beef display at your county fair? Have the local CowBelles conducted a cooking school which brought in the city women by the hundreds? What techniques are you using to distribute recipes, work with local packers, locker plants, schools?

Constant interchange of ideas and techniques between every local and state cattlemen's association will insure the success of the beef promotion campaign this year.

Many groups interested in conducting campaigns have not been able to get started because of "difficulties" in local conditions. How successful will they be in surmounting those difficulties if the plans, the working program, the actual material used by another group are shown them? Who knows what adaptations may be made which will allow local programs to become extremely effective?

The American National's public information office in Denver is serving as a "clearing house" for ideas and material. Currently, an elaborate "kit" of material is being compiled from pamphlets, recipes, posters, pictures and cookbooks available from several sources free or at cost. Several items are being developed in Denver which can be inexpensively mass-produced and used directly or adapted to local conditions.

The kits will be sent to state association offices. Supply and distribution problems make it impossible to send kits to all of the 140 local and country groups affiliated in the American National. However, specific material will be sent to all from time to time.

A "checklist" of ideas already in use or contemplated by producer groups was sent to all associations recently. From that list, many new ideas have been developed and adaptations made.

The Denver office asks all persons working on promotion programs to keep it constantly informed of progress so that such information may be distributed efficiently to other groups. The PRODUCER will also report outstanding program ideas and techniques and will print suggestions for gaining additional material.

CATTLE SMUGGLERS SENTENCED

Two southwestern cattlemen convicted of smuggling a herd of Charollaise cattle from Mexico into the United States last year have been sentenced in federal court: A. A. Broussard of Lafayette, La., who pleaded guilty to conspiring in the smuggling activities, received a five-year prison sentence and was fined \$10,000. William L. Babb of Del Rio, Tex., was sentenced to three years' imprisonment and fined \$5,000; in this case, an additional two-year sentence is to be imposed if the fine is not paid in 90 days, and an appeal has been filed.

AMERICAN CATTLE PRODUCER

Beef Campaign Moves East

LEADERS OF THE CATTLE AND beef industry in at least two eastern states will meet this month to organize an industry-sponsored beef promotion campaign in large consuming areas.

President Jay Taylor and John Marble, chairman of the marketing committee of the American National, will meet Apr. 15 with Virginia leaders in Richmond and with Maryland stockmen the next day at Timonium, near Baltimore.

The state-wide groups will form the nucleus for promotion activities in their areas with breed associations, farm and dairy groups and processor and retailer organizations carrying on active consumer education campaigns.

Other meetings are being scheduled in coming weeks in New York, Ohio, Pennsylvania, Illinois and other eastern and midwestern states.

Chairman Marble, President Taylor, Vice-President Don Collins of Colorado and G. R. Milburn of Montana laid the groundwork for this promotion work at recent conferences in Washington, D. C., with top officials of the Farm Bureau, the Grange, National Council of Farm Cooperatives, National Federation of Milk Producers and the USDA.

At a meeting of the marketing committee of the American National in Colorado Springs, Colo., Mar. 22, President Taylor said, "This phase of beef promotion, slanted to the big consuming areas of the East, should augment campaigns being pushed in western and southern states and supplement the continuing valuable work of the National Live Stock and Meat Board and packer, retailer and other organizations."

The committee strongly urged stepped-up promotion work in the western and southern states and inauguration of new plans to boost beef consumption.

Reports from representatives of the various state groups that make up the marketing committee showed a variety of programs being employed, including use of recipes, cookbooks, beef slogan stickers, menus, highway signs, TV and radio programs, stories for the press, posters and pamphlets, legislation for promotion funds and cooperative campaigns to push beef.

The role of the American National office will be to expand national promotion activities, coordinate state programs and serve as a "clearing house" for promotion material available from many sources or developed by that office. Sample kits of Meat Board and American Meat Institute material are being compiled in Denver and will go out to state association secretaries and presidents. Top men from the Meat Board and the Institute were at the meeting to explain their 1954 programs.

Reporting on a third phase of the over-all campaign, Mrs. John H. Guth-

rie, president of the National CowBelles, said in a paper read by Mr. Marble that the CowBelles' current project is a specialty all-beef cookbook with a collection of recipes from all parts of the country. The book will be sold with the idea of mass distribution.

Some of the programs the CowBelles have used, she said, include sponsoring meat cookery demonstrations, appearances on radio and TV, distribution of recipe cards, publishing cookbooks and sponsoring slogan contests.

"We must make the American family conscious of the fact that beef is its best daily source of protein—and especially that youngsters need more of this protein than adults," Mr. Taylor said. "Americans should eat more beef. Look at Australia, New Zealand, Uruguay and Argentina, with beef and veal consumption per person ranging from 175 to 275 pounds. We need to eat more beef here."

Mr. Marble outlined the committee's four-point over-all plan:

1. Each state should expand its current promotion program or inaugurate one particularly adapted to its own conditions.

2. The committee will be responsible for carrying the "producer-stimulated" concept into eastern areas through co-operation of existing livestock and farm groups.

3. The committee will continue to explore all avenues of finance for future activities.

4. The Denver office will act as central agency for assembling and distributing promotion material and for coordinating various programs.



At the mid-March meeting of the American National's livestock marketing committee in Colorado Springs (l. to r.) front row: John Marble of Carmel Valley, Calif., the group's chairman; Jay Taylor of Amarillo, Tex., American National president. Standing, rear: Lyle Liggett, Denver, National director of information; Don Collins, Kit Carson, Colo., the National's first vice-president; Clifford Hansen, Jackson, Wyo., chairman of the public relations committee.

Committee Acts To Compile Research Data

A CATALOG OF BEEF CATTLE research and a survey of management practices of representative cattlemen were the immediate goals outlined by the special research committee of the American National Cattlemen's Association at a recent Denver meeting.

Alan Rogers, Ellensburg, Wash., chairman, said the catalog would be of value because it would be the first such compilation of studies in all phases of beef cattle production and would offer "leads" for stockmen seeking specific information. The catalog will be put out in co-operation with the western regional beef cattle breeding research agency of the U. S. Agricultural Research Service.

The committee, recognizing that there are projects under way or concluded which could be of greater value if more widely publicized, is currently compiling information on projects of the various state and federal institutions and among many individual cattlemen.

The group also arranged to cooperate with the Agricultural Research Service in conducting a national survey of ranch management and operating techniques which would offer clues to solution of many problems.

Rogers appointed chairmen of subcommittees responsible for specific phases of the overall problem. In charge of studying production efficiency, with its allied subjects of performance testing, mineral deficiency, calving, fertility and range research, will be George Ellis, Bell Ranch, N. M.

Heading the subcommittee on coordination of research and information activities is Joe Oliver, John Day, Ore. L. R. Houck, Gettysburg, S. D., will head a group evaluating information on types, qualities and characteristics of cattle. Under this heading would come such problems as dwarfism and weight for age.

John H. Guthrie, Porterville, Calif., will be coordinator of studies on both range and dry lot feeding.

Principal speakers before the group were Dr. Carl Roubicek, coordinator of western regional beef cattle breeding research, Agricultural Research Service, and, on the subject of cattle numbers and beef production in relation to the consumptive capacity of the human population, Fred Beier of the western livestock office of the Agricultural Marketing Service.

Chairman Rogers explained the group is to serve as a "clearing house" for information "written in language that busy cowpokes can absorb."

The full committee will meet again in midsummer.

American Research Points To BETTER RANGE AND CATTLE

LETTING THE CALF COAST

THE Agriculture Research Service animal physiologists now say the idea that you have to keep calves growing isn't necessarily true.

In experiments at Beltsville, Md., the growth of calves was interrupted for as long as six months with no apparent ill effects. Though their rations had been short on energy-giving carbohydrates, the calves still made good feeders if they had received enough protein, carotene and minerals to maintain health and vigor.

The physiologists recognized, of course, that poor nutrition due to adverse range conditions usually involves a reduction in the quality as well as the quantity of feed. These scientists believed that any loss of ability to use feed efficiently after growth has been retarded may largely develop from lack of nutrients other than carbohydrates in the range forage.

To test the theory, the scientists used sets of identical twin calves (coming from the same egg and thus having common inherited characteristics, they usually react in much the same way).

One member of each set of twins was used as a control, fed liberal-allowance ration. The other twin of each pair became the experimental animal and was fed varying percentages of full rations at varying ages and for varying periods.

The report, in Agricultural Research, continues:

The researchers discovered that the experimental calves—even those carried at a maintenance level—gained thriftily when they were later put on full feed. Apparently the restricted ration and retarded growth had caused no loss of efficiency in feed utilization.

Calves carried on a ration containing only 50 per cent of the liberal calorie allowance from the age of six months to 13 months did not appreciably gain or lose weight during that period. When put on a liberal allowance, they gained just as well as the control animals—even better in some cases. The controls were slaughtered at slightly over 1,000 pounds, age 16 to 22½ months. The experimental animals were slaughtered at the same weight, at 20 to 22½ months.

Although the 50 per cent ration had an energy content of only about maintenance level, the protein, carotene and mineral content was adequate for rapid gains. So the calves, when returned to a full ration, were healthy and capable of resuming normal growth. This indicated clearly that their slowdown in growth resulted primarily from the low energy value of the ration.

At slaughtering time, the scientists found no appreciable difference in carcass grade or meat quality that could be charged to the interruption in growth.

They found the cost of producing a pound of beef only slightly increased. They found, in fact, greater gains per unit of feed intake by the experimental animals during much of the period following limited feeding.

The scientists say that feeding for rapid, continuous gain in order to market beef at the earliest possible age is still the more profitable plan when feed prices are low enough. But they believe their work has proved that when feed prices are temporarily high, cattlemen may well carry young animals as long as six months on a maintenance ration that meets all the nutritional needs other than energy requirements for growth. Such a ration must contain sufficient protein, carotene and minerals.

The researchers are now preparing to investigate how much "sufficient" actually is. The protein level of the ration will be studied first. At present there is little information available on the protein requirements of calves being fed just enough energy to maintain their body weight.

SALT AS A SELF-FEEDER

Five years of experience at the USDA Southern Great Plains Field Station, Woodward, Okla., show that the average winter gains of weaner steers, self-fed a salt-meal mixture, have been 14 pounds smaller than gains of comparable cattle hand-fed an equivalent amount of protein in the form of pellets. In a similar summer feeding experiment with yearling steers, the salt-meal mixtures caused no significant reduction in summer gains during the five-year tests. Thus, according to the Woodward station researchers, it seems likely that the 14-pound average reduction in winter gain was due to the extra energy required by the salt-meal-fed cattle to consume about twice as much cold water in winter.

Records show that weaner calves self-fed the salt-meal mixture drank 9 gallons of water per head daily compared with only 4.5 gallons for the pellet-fed calves. This conclusion is confirmed by result of special tests which show that cattle having access to warmed water in winter gained 16 pounds more than comparable cattle on unheated water.

SHORTER WINTER FEED OK

In experiments at North Dakota College in Fargo where some beef cows were fed a recommended winter ration and comparable lots fed three-fourths that amount, cows receiving normal wintering rations gained weight in winter and lost it in summer during lactation. In contrast, cows on the three-fourths ration did the reverse, gaining on summer grass after winter weight loss. Thus lactation was evidently heavier for cows wintered on full rations. Weaning weight of calves seems to support the explanation, as calves from cows wintered on normal rations were heavier, on the average, at weaning time.

It was noted, with replacement heifer calves, that summer gains were inversely proportional to winter gains. Calves wintered on low-level ration gained less during the winter and more in summer than those wintered on normal ration, with total yearly gains greatest for those fed the full normal winter ration.

ANIMAL NUTRITION STUDY

A \$20,000 grant from Swift & Company to Washington State College at Pullman has assured completion of a ten-year animal nutrition study now in its eighth year. The grant brings to \$50,000 the total amount now donated by the packing firm to this project. In a release from the Washington Extension Service:



At a Denver meeting Mar. 22 of the American National's research committee (l. to r.): Alan Rogers of Ellensburg, Wash., the chairman; Committee Member George Ellis of Bell Ranch, N. M., and Dr. Carl Roubicek of Denver, federal coordinator for the western regional beef cattle research.

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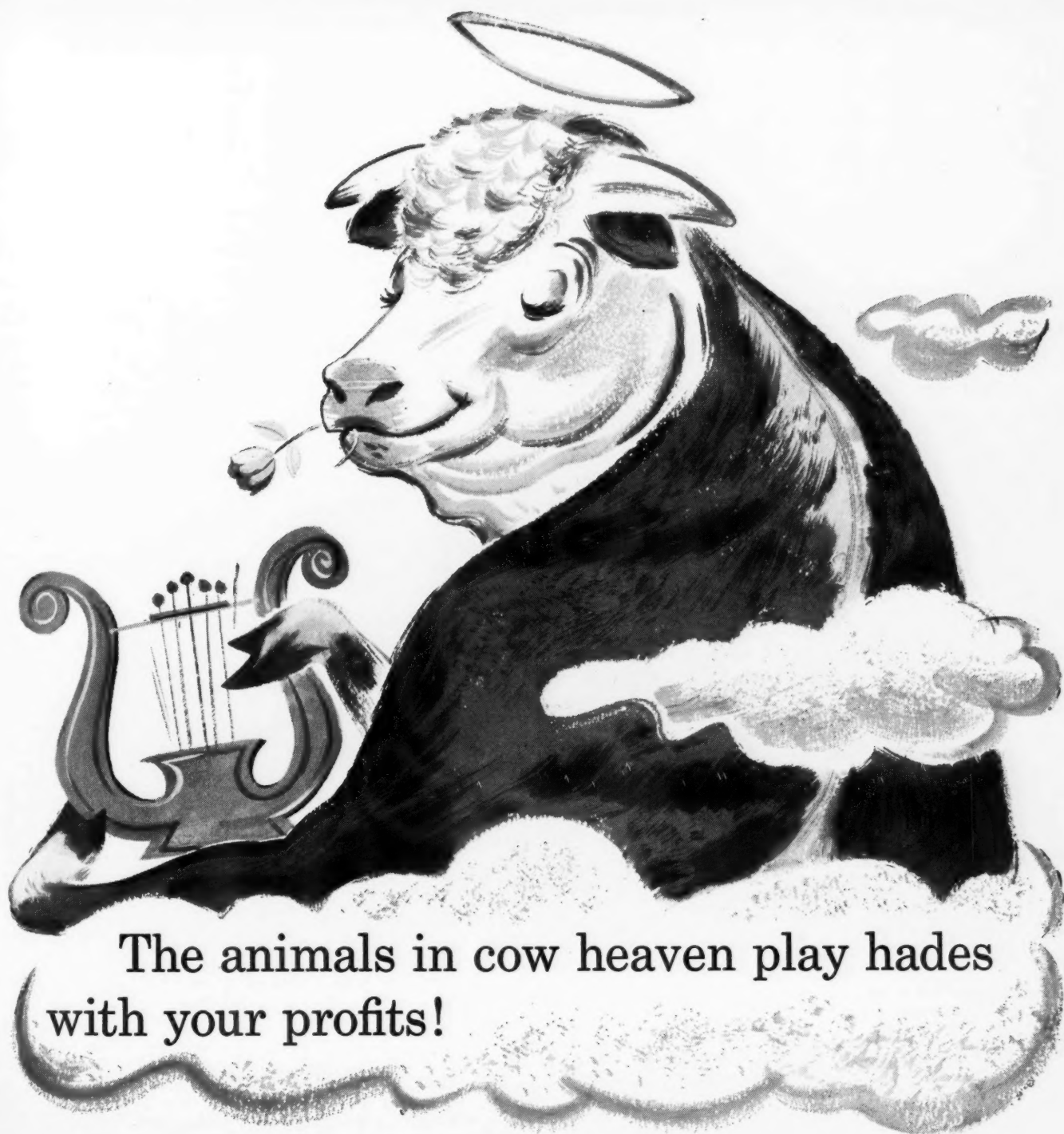
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RODUCER



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sion Service, Dr. M. E. Ensminger, chairman of the college's department of animal husbandry, points out that swine, due to their shorter generations, will provide answers to many long-standing questions in ten years. With sheep, it would take 25 years, with cattle 50 years and with horses 60. The pigs being used in this eighth year of the study represent the sixth generation.

GRANTS FOR RANGE WORK

A grant of \$9,300 has been made to Dr. Irene Rosenfeld of the Wyoming College of Agriculture by the Atomic Energy Commission for continuing the investigation of effects of poisonous plants in animals. Radioactive materials furnish important tools for the research.

* * *

Wyoming Hereford Ranch, east of Cheyenne, recently deeded nearly a quarter section of land to the University of Wyoming for range research—specifically, range grazing capacity experiments.

NEW USES FOR FATS

Experiments with swine at North Carolina experiment station show the use of 10 per cent animal fat in rations of growing animals saved approximately 60 pounds of feed per 100 pounds of gain. Thus, the fat was figured to be worth 10 cents a pound when corn was \$1.68 a bushel and soybean oil meal \$90 a ton. The station's report covers a preliminary feeding trial conducted to determine if cattle would readily consume a diet containing 5 per cent of the lower grade animal fats, and to study influence of this added fat on animal performance.

* * *

The Association of American Soap and Glycerine Producers has set up a fellowship to expand work already under way at the federal Eastern Regional Research Laboratory, Philadelphia. Research for fat-derived products usable in synthetic chemicals will be pushed.

SUPPLEMENTAL IRRIGATION

Tests in the Southeast are showing that supplemental irrigation can be used effectively for balancing moisture distribution throughout the growing season, even in humid regions, and for improving utilization of plant food. In experiments conducted for several years in Georgia, irrigation during dry spells substantially increased crop production and weight gains of livestock, according to the USDA.

* * *

In trials at the Virginia and Florida experiment stations, beef cattle grazing on irrigated grasslands gained favorably in comparison with cattle grazed on non-irrigated pastures.

These research results indicate a big place for irrigation in humid regions—for balancing moisture distribution throughout the growing season and for improving plant-food utilization.

PROFILOMETER IMPROVED

The profilometer, used previously to check only mature bulls 24 months of age or older, is now detecting dwarfism carriers among beef bulls 12 to 17 months old. Dr. Paul W. Gregory, the University of California geneticist who developed the instrument, believes that "If anything, this younger group may prove easier to key than mature animals." He hopes that within a year it may be possible to perfect the system so dwarfism in bull calves six to seven months old can be detected.

STUDY IN COW BEEF TASTE

In the past year, researchers at the Beltsville Research Center have made a preliminary study to get more information on the subject of quality and nutritive value of cow beef. Very little research has been done in this field, though cows provide a sizable portion of the beef supply. In the animals tested, one group consisted of nine dual-purpose Shorthorn cows between 3 and 12½ years of age; the other was a group of eight crossbred dairy cows between 2½ and 9½ years old. With a normal ten-day ripening period between slaughter and cooking, both types were found to have meat of acceptable quality with no great difference in palatability.

ASKS MORE STUDY IN BLOAT

The Feed and Forage Research Advisory Committee recommends expan-

sion of the study of bloat, to carry out cooperative work with state agricultural experiment stations and veterinary colleges. Also recommended: increased emphasis on forage feeding problems; expanded development of better cultural and management practices for producing forage crops, to include studies of insects; further research on composition of green forages and changes they undergo in processing and storage.

FOR FUTURE APPLICATION

A promising new field being investigated by the Agricultural Research Service and other agencies is that of systemic insecticides—chemicals that can be carried by the sap streams of plants and the blood streams of livestock, to control their insect pests. Also being stepped up is exploitation of atomic energy as a tool to ferret out secrets of insect resistance to insecticides and the cause of insect outbreaks.

* * *

President John Holmes of Swift & Co. declared that radioactive materials may be used in future to sterilize food products. In the process, beta and gamma rays would be employed—but their use is still considerably in the future.

CALVES NEED OPEN HOUSES

Infections which may cause sickness and death among calves can result from improper housing, research at Missouri's experiment station shows. Calves raised in open-type structures suffered a 3.7 per cent lower death rate from the "scours-pneumonia complex" than calves raised in closed buildings. At Washington's station, where the climate is cool and damp, calves also did better in open-type buildings. Four times as many calves died in the closed-barn group than in the open-shed experiments.

KEEPING HALOGETON DOWN

A two-year study of white sage range and the spread of halogeton into these areas by the Nevada Experiment Station cooperating with the BLM resulted in these recommendations: (1) Graze white sage only during winter months and leave half the top growth; (2) cattle should not be allowed to remain continuously on a white sage area during the winter grazing season; (3) livestock should be removed early enough in the spring so white sage can make sufficient regrowth and set seed. Halogeton will not take over a white sage stand which has a density of more than 25 per cent.

NEW BREEDING BOOK OUT

The fifth and latest edition of "Animal Breeding" has been brought out by John Wiley & Sons, New York (\$5.75.) The volume traces the history and development of various breeds and discusses the principles of heredity and the physiology of reproductive systems. It gives special emphasis to inbreeding, cross-breeding and selection. The author is Laurence M. Winters, the University of Minnesota.

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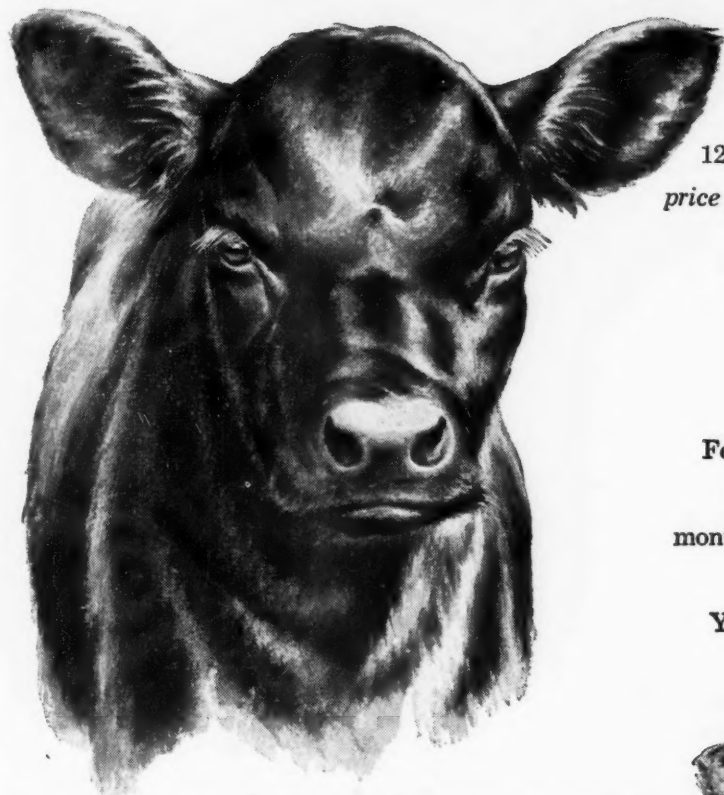
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CREEP FEEDING PAYS

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Your calves gain extra weight, bloom and smoothness . . . and you gain extra profit, too.

CHECK THESE NUTRITIONAL VALUES

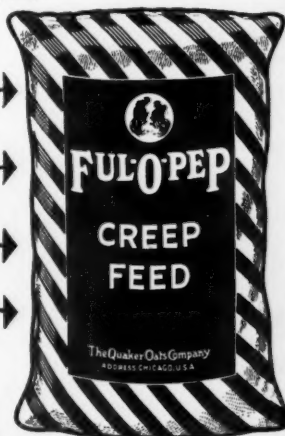
Just look at all this *added nutritional strength* Ful-O-Pep Creep Feed Pellets give your growing calves:

Vegetable proteins, plus fish meal

Vitamins A, B, D and E

Minerals, including trace minerals

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This year, be ahead! Grow bigger calves!

Feed Ful-O-Pep Creep Feed Pellets.

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SEE YOUR FUL-O-PEP MAN

The Coyote — An Anomaly

By L. H. DOUGLAS



The Provider

Photo by E. R. Kalmbach, courtesy U. S. Fish and Wildlife Service

THE COYOTE is an anomaly of the predaceous animals of the United States. An anomaly is a deviation from the usual rule or situation. He is a deviant, in that he persists in the midst of settled ranching and farming country in spite of the most determined efforts of humans to get rid of him.

He has even extended his original range. Originally he occupied the plains on both sides of the Rocky Mountains from Canada to Guatemala. In recent years packs have been seen as far north as Alaska and individuals as far east as New York State. Contrast him with the wolves and the grizzly bear which have been all but exterminated in the United States. The coyote is in the same class as a predator as those two because he preys on domestic animals of ranchers and farmers.

Through the years he has especially been a menace to sheep producers. Occasionally a young calf has been killed on the open range or in large pastures, but on the whole this type of loss has not been widespread. When the Biological Survey, now the Fish and Wildlife Service, first began its predatory animal control work, there was much more sentiment among ranchers and farmers to get rid of as many coyotes as possible.

As time went on, the economic value of the coyote came more to be appreciated and control measures were intensively employed more exclusively where losses were heavy, such as in connection with lambing operations and large domestic fowl production. An example of such change in sentiment was the posting of ranch lands recently against the killing of coyotes in the Toponas, Colo., vicinity. The news items about this move also warned against the killing of eagles, hawks, owls, weasels but did not mention harmless snakes. The rodent problem in hay fields and pastures caused this ac-

tion. It is not known whether sheepmen with ranches in that vicinity joined in this move, but it is doubtful. In sheep operations an unlimited number of coyotes in their preying on rodents cannot offset the damage to the sheep, especially during lambing operations. However, the sheep growers could well join in the campaign against the needless killing of other enemies of crop and range destroying rodents.

Nature abhors the extermination of any species and if left to her own plans and devices nature will see to it that long before a species is thus threatened locally the force acting against that species will be called off by nature's act. Man is the only force that does not fit with nature's plans for her wild creatures. Animals will tend to migrate or move to new areas when their preferred food becomes scarce or will turn to less preferred food. Thus coyotes will turn more to sheep or domestic fowls when rabbits, prairie dogs, or ground squirrels are not plentiful, or if it is more convenient to obtain domestic meat. Thus relatively large numbers of coyotes, before poisoning of prairie dogs became so effective, stayed in the vicinity of prairie dog towns, especially during denning time.

It was not uncommon, years ago, to find prairie dog towns in pastures very near the farm buildings and the corrals. And yet, the coyotes living around the dog town seldom tried to prey on the chickens, other fowls, baby pigs, etc., around the buildings.

I was raised among the coyotes on the prairies of Nebraska. As a boy I had a coyote pup at two different times. They were as different as two people could be. But I got along with both very well. One was not easily tamed; but by patience I, and I alone, could pet him and talk sociably and he would re-

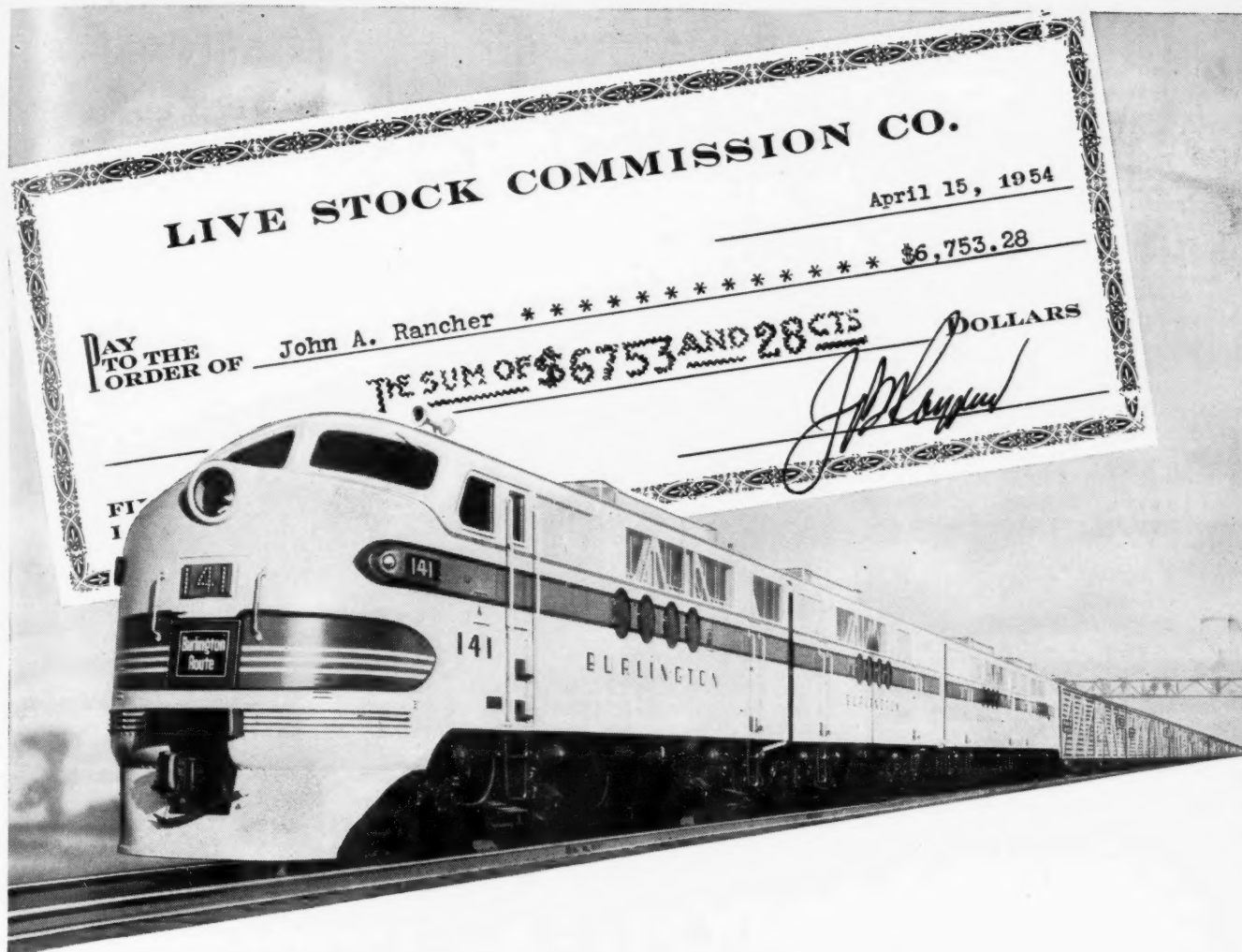
act pleasantly after a time. The other, from the first, cuddled when I stroked him, and never snarled like his predecessor. From the first, he wagged when I came in sight. And when he was petted he almost wiggled himself in two. He licked my hands and sought ever more caressing. Both of these coyotes grew up into the usual adult coyote. I mention this because it tends to show that coyotes are individuals by nature.

Let us be sensible and encourage them while they live on destructive rodents. But when they turn to our domestic animals, let us stop them in the most effective ways, which means we should concentrate on the certain area where the damage is being done. That will mean salaried hunters and trappers and not bounties, unless bounties are limited to the problem areas.

Probably least selective of predator controls, and most wasteful, is the bounty method. Many states and private organizations in past years have paid bounties to encourage destruction of predators. It is a wasteful system from the standpoint of the predators and of the money spent. The offenders are killed where they are relatively harmless, and effort is not concentrated where the real need for control exists. Widespread feeling exists against payment of bounties in most of the states. In 37 states out of 47, the wildlife authorities disapprove of the bounty system. Those to whom bounties are paid too often practice fraud to keep the supply of predators abundant. For example, they will liberate females instead of collecting bounties, thus tending to keep up the supply of their stock in trade.

May we now dwell for a few minutes on the question of what we should call this animal? One of the most abused nouns is the name "coyote." Webster says it is a ki-ot (long o, long i), or,

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"The Coyote—An Anomaly" is the second in a series on wild animals which started with "The Early Day Wolf" in the Dec. 1953 PRODUCER. In an early issue, Author Douglas will have a third story—on the mountain lion—to be followed by others.

less preferably, pronounced in three syllables with the "e" sound added. Now, the less preferable pronunciation has been all too often used. The first time I ever heard this undesirable pronunciation, it came from Hollywood. I'll take Webster in preference to Hollywood in this case. In Spanish the pronunciation of "coyote" is ko-yo'-te, not ki-yo-te, with the first and second syllables sounded as long o's and a long "a" at the end. . . . And in Spanish "coyote" does not mean our prairie wolf, so-called; it means in that language, a curb-stone broker. It is also used colloquially as a slurring name.

I used the words prairie wolf. It is called this in dictionaries to distinguish it from the timber wolf and the gray wolf. The coyote is not a wolf in any sense of the word. The timber and gray wolves are real wolves and not coyotes in any sense of the word. But there is a wolf, so-called, in Texas and Oklahoma and adjacent regions. I say so-called because he looks like a coyote, but the scientists who study such things say he is the red wolf. They base the wolf name on a comparison of skulls of the coyote, the timber or gray wolf and this red wolf. A layman cannot logically deny that the red wolf is a wolf technically, but few if any laymen can tell the difference between the red wolf and the coyote when they see them alive or even dead with their skins on. Scientific determinations in biology to name plants or animals are carried to such extremes by some scientists that there is much disagreement on numerous specific names. For all practical purposes the so-called red wolf is a coyote.

The coyote provides considerable sport, especially for farm and ranch boys. It is afforded no protection by law. The price of coyote hides for furs fluctuates a good deal but boys can bring in spending money and no trapper is averse to having a few coyote hides among his more valuable furs. The coyote is found over such wide regions where there are few if any other fur species that the coyote assumes relatively great importance for sport and whatever the hides will bring in.

One of the most interesting things to see a coyote do is to see him capture and kill a porcupine. A porcupine is a delicacy for the coyote. I have never seen a coyote with his face, mouth and breast filled with "porky" quills. But there probably has never been a dog, meeting up for the first time with the "porky," that did not have his face filled with quills. Of course, a coyote, earning his living, does not have an animal of the genus homo along with a pair of pliers. Some dogs never learn

and repeatedly get quills in their heads. (With some dogs once is enough, fortunately.) Depending on the particular approach of the coyote, he will use one of two methods to kill the porky, always working from porky's head to avoid that savage tail, with which a porky can drive quills deep into a club or a board. The coyote will slip a paw under porky's belly and quickly flop him over on his back. He will grab porky's throat or breast and hold on for dear life, biting ever deeper until porky is dead. Another method is to grab porky's head in his mouth and chew and bite until porky is dead. Porky's head is the most vulnerable part of his body. He always keeps his head away from any attacker, or tries to.

The marmot is one of the coyote's favorite foods. A full-grown marmot is a formidable animal to select as prey. For their size, they are the most savage fighters in the wilds. A good guess is that no coyote has ever killed a full-sized marmot and not carried away plenty of gashes on his forelegs, breast or nose.

While the singing of the coyotes is not important from an economic standpoint, many a lonely camper, or a cabin resident living alone, has been entertained and helped by the choruses of several coyotes singing together. Sentimental, you say. . . . There has been more written about the singing of coyotes than the music of domestic animals. But the important thing is that all predatory animals, birds and reptiles that prey on rodents should be encouraged, not killed or maimed whenever encountered. And this is from a selfish economic standpoint not based on sentimentality. The same idea has guided the years of effort of agencies like the Fish and Wildlife Service and similar state agencies. Generally speaking, they bring their effective measures to bear on too-heavy concentrations of the coyote and other predators.



The Singer

Photo by E. R. Kalmbach, courtesy U.S. Fish and Wildlife Service

The Market Picture

TWO INTERESTING DEVELOP-

ments appeared to be shaping up in the cattle picture by late March. On the one hand, in the case of fat cattle, short-term feeding has reversed the normal trend at this time of year, to where a scarcity of prime cattle is becoming more noticeable in the trade. In most years, along about this time we begin to see an increased number of long-fed cattle getting into the prime grade and a shortage of short-fed cattle. This has generally resulted in a weakening trend for long-fed cattle and a stronger trend for plain quality short-feds, and a narrowing price spread between the two extremes. However, we have seen a reversal in the feeding operations to a great extent this year. Feeders as a rule have elected to market shorter-fed cattle that still show a profit, regardless of the lack in finish, in preference to continuing a long-term operation that has cost them dearly. Consequently, quality of beef produced on the whole has been well below a year ago and we note that in recent weeks strictly prime long-fed cattle at some markets are commanding quite a premium.

We note that the first two weeks in March the prices of prime fed steers at the Chicago market are averaging some \$4 per cwt. above last year. Furthermore, choice steers at the same market are nearly \$2 per cwt. over a year ago. On the other hand, U. S. good steers are only slightly above last year, and lower grades are actually slightly under a year ago. In other words, the price spread at Chicago between the two extremes this year is better than \$12 per cwt. while the same comparison a year ago showed only a \$7 differential. If the current trend continues, we may see quite a premium paid for strictly prime cattle in the next few months. During the middle of March, both Chicago and Omaha reached new highs for the year on prime steers, with Chicago getting \$32.25 and Omaha \$29.

The other development in the picture relates to stocker and feeder cattle. Normally we see quite an urgent demand for stocker cattle in the spring months and quite often the high point of the year is reached at that time. However, this year there are a number of developments which would lead one to believe that the high point in cattle may have been reached and already passed. Some developments contributing to such a theory include the continued draggy dressed beef market, where the rank and file of cattle being marketed fail to show much price improvement, hence little encouragement to compete actively for replacements. Probably the most important factor has been the extremely disappointing weather, including not only lack of moisture in numerous areas, including the Corn Belt, but also the

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Tommy Mack and Byron B. Johnson shown with Tim's Gene just before shipment of the bull to South America. This 1842 pound Brahman was grand champion at the Ohio State Fair and at Atlanta, Georgia.

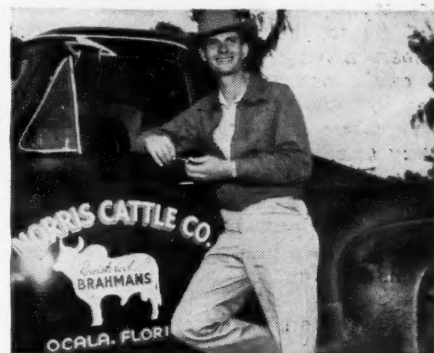
BIG BRAHMAN BREEDER BOOSTS BICILLIN

OCALA, FLORIDA—The Norris Cattle Company, internationally famed for its registered Brahmans, makes almost daily shipments by plane, truck or ship to many countries and climates of the world. All of the seven Norris ranches in Florida and Georgia use Injection Bicillin, Wyeth's new long-acting penicillin compound, to protect their cattle against infectious diseases.

Byron B. Johnson, Assistant Manager of the Norris Cattle Company, says, "We have had excellent results with Bicillin. When we get a sick calf, one of the first things we do is give a shot of Bicillin. Frequently we give an animal a shot of Bicillin on arrival at our farm, since we don't know under what conditions he has traveled, possibly in rain. In this way we help prevent shipping fever in incoming animals."

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OCALA, FLORIDA—Tom Mack, Head Herdsman at the Norris Cattle Co.'s Anthony Farms, is enthusiastic about the Tubex syringe used to give individual doses of Bicillin. He says, "It is impossible to carry the old-fashioned syringes into the pasture and keep them sanitary. My boys carry the Tubex syringe right in their saddle bags . . . saves us a lot of time", he



Tommy Mack, on the ranch near Ocala.

reports. "We find that one Bicillin treatment is usually enough, and we are thankful not to have to catch the animal for a second dose. Every time you pen one—you are knocking off pounds. That's why long-lasting Bicillin is so much better than ordinary penicillin. We often give a preventive shot of Bicillin to outgoing shipments when pickups are on cold, rainy days."

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devastating dust storms repeatedly whipping up in the Southwest and in wheatfield areas. Much of the strong spring demand for stocker type of cattle in a normal year comes from southwestern areas. As a result of the recent damaging dust storms, already a considerable number of stock cattle have been forced out of their home areas and into the northern plains or the Corn Belt.

Despite all of the setbacks in weather, demand for stocker cattle has held up exceptionally well and up to mid-March no distress selling of any consequence has been reported. It seems that if demand is lacking for replacement cattle in one area, there is always another area where the cattle can find reliable outlet.

The movement of stocker and feeder cattle into the Corn Belt states has shown a sharp increase all through the winter months. While last fall's shipments were down some 24 per cent through much of the fall, beginning with the month of December shipments have exceeded year-ago figures. For the first two months of 1954, in-shipments to the Corn Belt are up 40 per cent over last year. The February in-shipments showed a spectacular jump to more than double a year ago. It will be remembered, however, that the dull fat cattle market of a year ago held trading on stock cattle to a volume far below normal. As to the effect of these large numbers moving into the Corn Belt on fat cattle prices, it is generally conceded that the great majority consist of heavy calves and light yearlings. Only a very small percentage is made up of fleshy two-year-old steers which can be finished on a short-term basis. Hence, it does not appear likely that many of these cattle will be marketed as fat cattle this coming summer. However, it does mean the possibility of a vast number of cattle to be fed on grass throughout the spring and summer months to be marketed by late fall. This factor, coupled with the fact that we have more cows to dispose of this fall than at any time in history, does not give much encouragement to the general price structure in cattle this fall. It even leads to the possibility that last fall's stocker and feeder market trend may not be repeated. It will be recalled that those who sold stock cattle late in the season last fall found a better market than those who shipped early.

Getting back to the marketing of the current crop of fat cattle, it will be recalled that the Cattle-on-Feed survey indicated a reduction of some 9 per cent from a year ago. However, a look at slaughter figures will reveal that for the first two months this year we slaughtered under federal inspection some 14 per cent more cattle than a year ago. At this season of the year, cows do not make up any large proportion of the kill, so that the majority slaughtered should fall in the steer and heifer class. Such being the case, with 9 per cent fewer cattle on feed and 14 per cent more cattle slaughtered, it

would appear that we are liquidating fed cattle at a rate somewhere at least 20 per cent faster than a year ago, considering the potential number. If these comparisons reflect the true picture, then somewhere within the very near future we will reach a point where federal slaughter of cattle will drop below a year ago. Such a condition should give demand a chance to catch up with supply at least for a few months.

With a reduction of some 15 to 20 per cent in hog slaughter, consumer demand was strong enough this winter to boost hog prices some \$6 to \$7 over a year ago, and even with current hog slaughter running within 7 per cent of a year ago, the margin is still \$5 above last year. Even in the case of lambs, with numbers only slightly under a year ago, current prices are some \$2 above last year, with the market in a strong position. Wholesale choice dressed beef at 34 to 38 cents, against pork loins around 50 to 52 cents, is not a price formula that will stand indefinitely. Not many of the general public appreciate what a bargain beef is at current prices!—C. W.

From the State Capitals

Current and prospective developments affecting the production and marketing of livestock and cattle, as reported from state capitals throughout the nation, include the following:

COLORADO: A proposed "tax" on cattle to promote the use of beef was not enacted but may be raised as an issue in 1955. The plan calls for collection of a mill levy on cattle through statewide county assessments, with the revenue to be spent for promotion and research. The Colorado Cattlemen's Association, advocate of the plan, believes that if adopted, it would spread to other states and be an effective means of promoting greater use of beef by consumers.

GEORGIA: Governor Talmadge recently activated the Georgia Livestock Development Authority, which eventually plans to underwrite livestock loans to farmers. An executive order by the governor made available \$15,000 to use in an effort to secure almost \$2 million from a defunct federal farm loan agency.

Originally earmarked for loans to Georgia farmers, the \$2 million is now held in trust by the U. S. secretary of agriculture. It was to have been administered by the Georgia Rehabilitation Corp. The 1953 Georgia legislature merged the new authority with the corporation. The authority would back loans to farmers for expansions of the livestock industry. In some instances it would make direct loans.

LOUISIANA: Scheduled for introduction in the state legislature in May is a bill to make cattlemen responsible for keeping their stock off some 3,400 miles of federal and state highways. Approved

by an interim legislative study group, the bill would hold cattle owners responsible for injuries, deaths and property damage caused by their cattle on highways.

MISSISSIPPI: Resolutions adopted by the Mississippi Cattlemen's Association urged the 1954 session of the Mississippi legislature to: Support agricultural research at Mississippi State College; to complete the building program at the State Fair; support funds for disease control; to permit sale of feeds containing urea, subject to regulations.

MONTANA: In order that lower trends in livestock prices may be reflected, in property taxes levied against ranchers, the state board of equalization has revised its classification of cattle generally to provide reductions of 5 to 7 per cent in minimum valuations. Lowest valuation permissible this year on purebred bulls will be \$200. Last year this figure applied to all purebred cattle. Under the new schedule purebred cows may be listed as low as \$160.

These figures are intended only as a guide; if an assessor finds a bull valued at \$1,000 or more it is his duty to enter the proper figure on the records. Main exception to the lower trend is the classification on range bulls on the same basis as purebreds. Last year grade bulls were set at \$185 a head. Values of steers in the three-year-old and over class may not be lower than \$114, compared to \$120 last year. Stock and range cows were dropped from \$80 to \$75 a head.

In another Montana development, the state land board adopted a resolution which would allow small cattle or sheep outfits to band together in bidding for state grazing land.

NEVADA: A special session of the Nevada legislature in January authorized Governor Russell to spend \$30,000 of his \$50,000 emergency fund to match any federal grants made available in a livestock emergency program.

NEW MEXICO: The state finance board voted to lend eastern New Mexico ranchers \$200,000 to keep valuable top soil on a million acres from blowing away in swirling dust clouds. It was announced the money would be made available to ranchers and farmers who need to till their land to keep it from blowing away. Nearly all of this dry-land farming area is in eight counties.

WYOMING: A reduction in 1954 assessed valuation for Wyoming livestock, the first major slash of its kind since before World War II, was ordered late last year by the state board of equalization.

Taxable valuation for stock cattle, the most common type in Wyoming, was cut from \$48 to \$43 a head. The valuation for purebred bulls 18 months or over, was reduced from \$200 to \$180; purebred coming yearlings \$100 to \$90; purebred yearlings and over \$120 to \$110; bulls used with range cows \$100 to \$90; calves coming yearlings \$33 to \$30; steers coming two years and older \$65 to \$60, and grade dairy cows \$60 to \$55.

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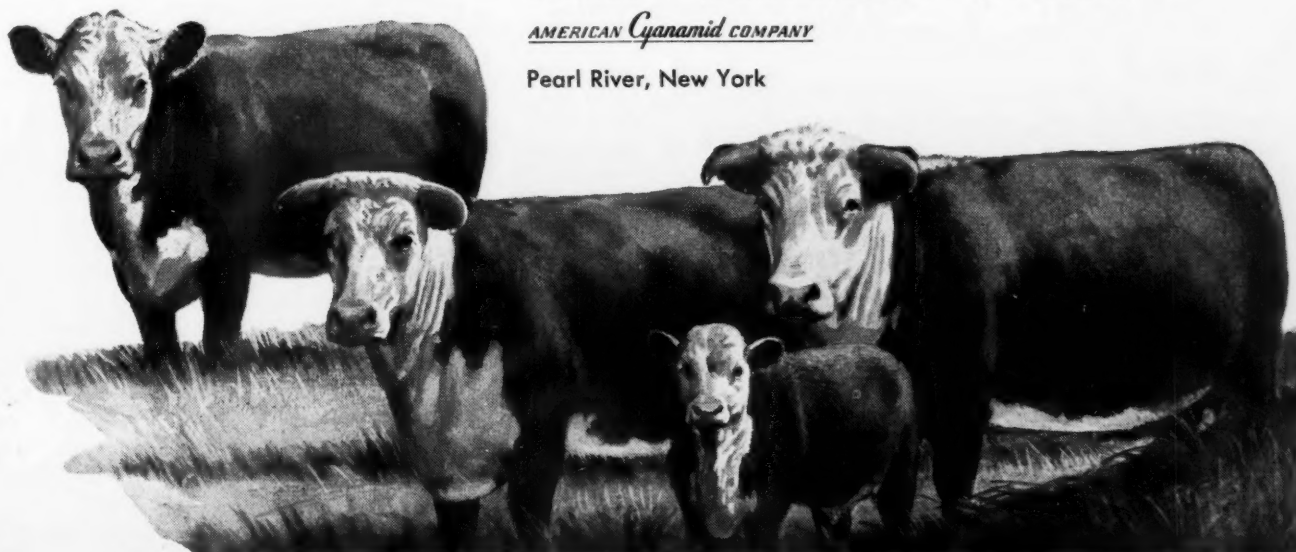
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Kansas Spirit Good Despite Dust

THE 41ST ANNUAL CONVENTION of the Kansas Livestock Association brought more than 1,000 stockmen and their guests to Wichita amidst the somewhat discouraging atmosphere of a severe dust storm which probably also served to keep additional stockmen who would have attended from doing so. Speakers and listeners were in general agreement, despite the wind conditions, that things would turn out all right—and that some good soaking rains would certainly speed the turn.

The Kansans elected J. W. Birney of

Bucklin to the presidency; elevated from the vice-presidential post, he succeeds Earl Kielhorn of Cambridge. Also elected: George Andrews of Kanopolis, vice-president. The organization's secretary is A. G. Pickett of Topeka.

Speakers included Dr. A. D. Weber, dean of agriculture at Kansas State College, Manhattan, who spoke of a recent trip to England during which he served as judge at the Smithfield Livestock Show. . . . P. J. Riddell, National Livestock Exchange, Peoria, Ill., in a discussion of the values to the farmer and rancher of the public marketing system. . . . Allan B. Kline, president of the American Farm Bureau Federation, Chicago, who stressed the need for the industry to develop its own markets for its products.

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Since the Mexican border was first closed, Florida has been an increasingly more important source of stocker cattle for western and midwestern ranges. There's a reason, and it's a simple one:

Florida rainfall is heavy, our grass is abundant, though not so strong as western grass. Thus Florida cattle early adjust themselves by developing larger digestive systems. When exported to western ranges, Florida stockers make faster gains, simply because they eat more!

Unlike the west, Florida's pastures are best in spring and early summer. Our cattlemen are ready to sell when you are ready to buy.

We invite you to check up for yourself by visiting Florida, or writing for further information.

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Open panel discussions on security in the cattle business were led by Lot Taylor, extension livestock specialist at the state college. Among second-day speakers were Dr. O. S. Willham, president of Oklahoma A. & M. College, who took up importance of science in increasing efficiency of production, and M. O. Cullen, director of merchandising, National Live Stock and Meat Board, Chicago, who discussed promotional activities of his organization in the past year and its projected plans of the future.

The Kansas resolutions commended the farm program of President Eisenhower and Agriculture Secretary Benson as a step in the right direction; urged continuation of the meat promotion program; opposed any further reduction in tariff duties on meat or cattle by-products.

Also adopted were resolutions urging improvement of rail schedules to move livestock and products without unnecessary delay; endorsing the work of the National Live Stock and Meat Board and approving the new assessment of 50 cents per car; protesting a new Food and Drug Administration ruling that all veterinary injectables, intravenous, carry a "legend" on the label; opposing extension of social security to include farmers and livestock producers; urging removal of excise taxes from leather goods; calling for continuation of the "buy American" policy.

They also commended terminal markets for their efficiency, and called for thorough investigation and prosecution of livestock theft cases.

A good representation of CowBelles took part in general convention events and in their own specially planned business and entertainment sessions. They elected Mrs. Earl Kielhorn of Cambridge to the presidency; Mrs. George Andrews of Kanopolis vice-president, and Mrs. F. Winzeler of Lamont the secretary.

Texans Praise Promotion Plan

MEMBERS of the Texas and Southwestern Cattle Raisers Association, holding their 77th annual convention at San Antonio, Mar. 23-24, elected Roy Parks of Midland president; John Biggs of Vernon first vice-president, and Edgar Hudgins of Hungerford second vice-president. Henry Bell is the organization's secretary. The new president, a long-time member and director of the Texas association, succeeds T. L. "Jack" Roach of Amarillo.

More than 1,600 members and their families at the convention voted to meet in 1955 at Dallas; they adopted a number of resolutions and heard speeches by Ross Rizley, assistant secretary of agriculture, who said that though his department stands ready to be of help to ranchers and farmers, it has resisted pressure for price supports on live cattle. . . . Jay

AMERICAN CATTLE PRODUCER

Taylor, president of the American National Cattlemen's Association, who presented a plan for increasing per capita consumption of beef through a promotional program as a means of solving many of the industry's problems. . . . Allan Kline, American Farm Bureau head, who complimented the cattlemen on their programs aimed at helping establish an all-time record high in beef consumption.

Resolutions adopted endorsed the American National's beef promotion plan; urged that makers and distributors of grease poisonous to livestock be required to label their containers accordingly; recommended reduction and eventual elimination of the excise tax on leather goods.

The stockmen further asked that cattle shipped out of drouth areas under special freight rates be granted the same rates on the return trip if there is one this year; asked that heifer beef be made eligible for army purchase and that all government agencies be required to buy such beef from domestic sources; urged that lending agencies instruct their officials to recognize the real value of a beef breeding cow and fix the animal's value on production and not by the pound to the packer.

Additionally, the resolutions recommended the department of agriculture to be prepared to conduct a beef purchasing program again should it become necessary in the future for the assistance of cattle owners; requested that all Charollaise cattle smuggled in from Mexico and their increase be returned immediately to Mexico; commended Agriculture Secretary Benson for his manner of conducting the Agriculture Department. They also recommended to the government that a reception center be set up for processing ranch labor and that a contract be negotiated with Mexico whereunder Mexican nationals would be employed as ranch laborers for one year rather than six months as now provided by law.

Association Notes

When Colorado's Rio Blanco Stockgrowers met at Meeker early last month they elected B. P. Franklin president; Arthur Lammers first vice-president; Harry Jordan second vice-president, and Jim Dodo secretary-treasurer. All the new officers reside at Meeker.

The association presented to Executive Secretary F. E. Mollin of the American National Cattlemen's Association, Denver, an \$800 check as 1954 affiliate dues, and also contributed substantially to the National's building fund.

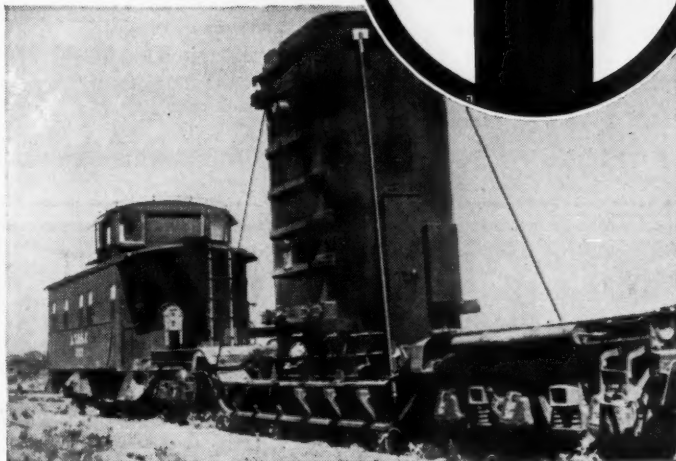
Speakers included Mr. Mollin; State Senator Fay DeBerard of Kremmling; Colorado Cattlemen's Secretary Dave Rice of Denver; Floyd Beach of Delta, former president of the CCA; Joe Haslam, vice-president of the Utah Cattle and Horse Growers, and M. F. Brand-

April, 1954

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borg of the Forest Service. Featured speaker at the annual banquet was John T. Caine III, manager of Denver's National Western Stock Show.

Resolutions adopted urged passage of the stockmen-sponsored grazing bills S.2548 and H.R. 6787; endorsed the American National's resolutions as adopted at its annual convention in January, especially those concerned with beef promotion and research; opposed price supports. Further, they protested any further tariff cuts; called on the federal government to reimburse counties concerned for loss of taxable funds if Echo Park and Cross Mountain storage dams are built, and asked for adequate payment to persons holding grazing privileges on federal ranges in the project areas.

Resolutions adopted by the annual convention of the Oklahoma Cattlemen's Association in Pawhuska recently (report of meeting carried in March PRODUCER): urged amendment of the Oklahoma income tax code, so it would agree with the federal revenue code in the livestock capital gains provision; directed the association's board of directors to use part of its funds for beef promotion. A request was made to the Packers and Stockyards Division for a survey of unloading and weighing facilities in terminal markets, with a view to requiring improvements. The Oklahomans called

for brand recording. The president was instructed to appoint a 10-man committee to study problems facing the industry and formulate a long-range assistance program.

Members of the Elbert County Stockgrowers at Kiowa, Colo., named W. W. Smutz, Jr., of Agate president and George Miller of Elizabeth vice-president. Talks were by Harry Smith, Colorado A. & M. College marketing specialist; Leavitt Booth, Colorado Cattlemen's Association president; Francis Murphy, CCA vice-president; Lars Prestrud, chairman of the state organization's beef promotion committee, and "Wad" Hinman, head of the Colorado Hereford Association. The stockmen voiced support of Agriculture Secretary Benson; called for increased research in cattle and marketing. Otto A. Maul, outgoing president of the Elbert County group, reported a growing membership of more than 200.

In Montana, Madison County stockmen have organized for the express purpose of advertising cattle. They have selected the name "Vigilante Cattlemen" and elected the following officers: F. Del Linchtenberg of Ennis, president; Dave Claypool of Alder, vice-president; Clarke Raymond of Sheridan, treasurer; Ed Atkins, extension agent for Madison and Jefferson counties, secretary. The selling campaign is to be aimed at promoting

the area's livestock directly to cattle feeders.

FLORIDA MEETINGS of the past few weeks include: The Volusia County Cattlemen's Association elected Herbert Cowart of Seville, president. . . . New president of the Polk County Cattlemen's Association is E. B. Sutton of Polk City. Also elected at the group's annual meeting in Bartow was Arthur Bissett of Winter Haven as secretary-treasurer. . . . The Brevard County Cattlemen's Association named as its president Gilbert Tucker of Cocoa, and James T. Oxford of Cocoa secretary-treasurer.

Directors of the Florida State Cattlemen's Association held their first meeting of the year recently at Kissimmee, and there heard an optimistic prediction concerning the future of the cattle business by Bob White, an economist in the state. He forecast that price levels during 1954 should not be much lower than those of last fall, even in the face of a mild recession prediction. The speaker expressed the belief that cattlemen should not be affected by a 5 per cent decline in business since that would not substantially reduce purchasing power. President Ben Hill Griffin, Jr., of Frostproof presided; 26 county associations were represented. The organization's midsummer meeting was set for June 15-17 at Vero Beach, and dates of the annual convention were selected: Nov. 16-18.

In Washington's Benton County the organized cattlemen met some time ago at the Buena Vista Grange Hall and elected the following officers: R. J. McWhorter, president; Harold Wyatt, vice-president; Ray Patton, treasurer.

The third quarterly meeting of the South Dakota Stock Growers Association took place in Kadoka early last month and covered a wide variety of discussion topics, plus completion of plans for the organization's annual meeting in Hot Springs, June 7-9. (The program for that convention will include addresses by Interior Secretary Douglas McKay and American National President Jay Taylor.)

The two-day quarterly gathering featured adoption of a slate of resolutions; among them: one which protested extension of the Old Age Survivors Insurance Act or social security to cover farmers and ranchers—an action regarded by the stockmen as a sure path to a "welfare state;" asked the state livestock sanitary board to place an embargo on livestock to be shipped into South Dakota from states known to have scabies; protested transfer of reciprocal trade agreements and arbitrary cuts in tariff from the legislative to the executive branch of the government, and favored the USDA's buying and canning program on cows.

Central Colorado Livestock Association members at Fairplay late last month

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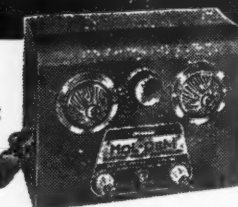
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IT'S SHOCKING ... the profits you can make in grassland farming using HOL-DEM ELECTRIC FENCERS. It's the perfect stock control, weed control, pasture control system farmers are turning to all over the country. HOL-DEM'S "Weed Clipper" action clips off weeds on contact without shorting out your fence wire ... controls all stock by shock in any weather or soil condition. HOL-DEM is the world's largest maker of approved, non-shorting fence controllers.



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elected Richard McHale, Hartsel, president; James McDowell, Jr., vice-president, and Howard Jones, secretary-treasurer. Speakers included Avery Bice of Colorado A&M College; State Agriculture Commissioner Paul Swisher; Francis Murphy, vice-president, and Dave Rice, secretary, Colorado Cattlemen's Association; Rad Hall, assistant executive secretary of the American National. In their resolutions, these cattlemen endorsed the Hope-Aiken grazing

bills; opposed importation of meat and meat products; opposed certain practices of municipalities in taking water from streams, and endorsed the government's beef purchase program on which they called for increased efficiency.

A highlight of the May 17-19 convention of the Oregon Cattlemen's Association at Baker will be the appearance on the program of Jay Taylor, president of the American National Cattlemen's As-

sociation. Plans are almost completed for other features of the business sessions and entertainment times.

The 40th annual convention of the New Mexico Cattle Growers, Mar 28-30 at Albuquerque, featured the presence of Jay Taylor, American National president, and F. E. Mollin, executive secretary. Beef promotion formed the basis of Mr. Taylor's address; Mr. Mollin spoke of the National building fund.

FLORIDA CATTLE PROGRESS PRAISED BY BENSON

In a recent address before representatives of agricultural groups in Florida, Agriculture Secretary Benson at Orlando described research and education as the "golden keys to progress." He made particular mention of the livestock industry in Florida, which has "in recent years made such strides that it is now listed as a beef state with more than twice as many beef cattle as in my adopted state of Utah. The hide-hair-hoof-and-horns description once applied to Florida beef no longer holds true." Quality, he said, has greatly been improved through research and education.

LEDERLE FILM PREVIEWED

Livestock leaders of the Denver area previewed in early April the newest production in Lederle Laboratory's series of movies on national stock shows.

The film featured the National Western Stock Show in Denver and emphasized the value of the car-lot bull sales to the industry. Lyman Linger, Loveland, Colo., a member of the American National's executive committee, played the leading role. Many scenes were shot of his cattle and ranch.

The film, produced by Pathescope, Inc., is being made available to television stations as a non-commercial portrayal of the cattle industry.

FOREST FEES DOWN

Forest Service fees this year are at the rate of 243 per cent of the base fees set in an agreement in the early 30's between the Forest Service and the American National Cattlemen's Association. A sliding scale applies to reflect the price of cattle. Last year the rate was 370 per cent; in 1952 it was 440 per cent.

MILLIONS SEE 'COW BUSINESS'

"Cow Business," the American National's new television film, has been shown to millions in more than 30 large cities already.

Lyle Liggett, director of information and the film's producer-director, said that distribution of the 14-minute movie is being controlled to give a limited number of copies maximum effectiveness in large consuming areas. The film has already been used at least once in most cities of over 500,000 population.

Mr. Liggett said that promotion on the film would continue heavy during the spring months and that several stations have asked for its use a second time.

He also announced that sequences of the film will be edited as "short subjects" to be used on television food programs and by television farm directors within their regular programs.

tests show how to

RUN FEWER COWS

...yet market as much beef as usual
by CREEP FEEDING PURINA

It costs at least \$64 to keep a brood cow. Because of this cost, market and drouth, many ranchers have cut their cow herds.

Many ranchers find they can keep fewer cows, yet market as much beef by creep feeding Purina.

Purina Research tests on 3,000 cattle show the equivalent of one extra calf out of every 10 by creep feeding Purina. And this "extra calf" is like a gift... there's no cow to breed, feed and care for.

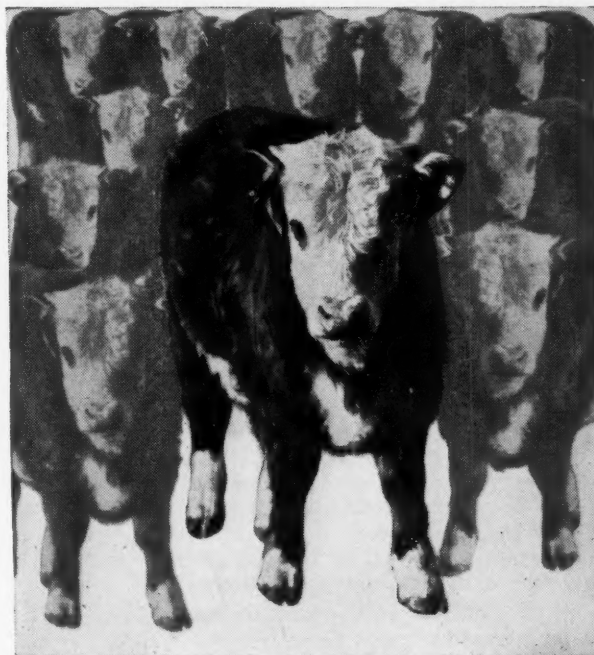
This means many ranchers who ran 40 cows could market the same amount of beef from only 36 cows. And they'll save about \$256... cost of carrying 4 cows.

In 2-year tests, added condition put on by cows suckling creep-fed calves caused cows to come in heat earlier, conceive more regularly—resulted in 16% more calves the following season.

Extra cow condition in our tests

meant 44½ lbs. more beef that could have been marketed.

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Research tests on over 3,000 cattle showed weight gains equal to 1 extra calf out of every 10 by creep feeding Purina. And there's no cow to breed, feed and care for.

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April, 1954

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LADIES' CHOICE



Meet Your Neighbor

Our Neighbor this month comes from Kansas. Mrs. Floyd Casement of Sedan, Kan., served as president of the Kansas CowBelles for the 1953-54 term, retiring after the annual election in Wichita on Mar. 13, 1954. As Hazel Jay, she was born in Chautauqua County, Kansas, and now lives in the same county. After graduating from Coffeyville High School and from Emporia Teachers College she taught high school mathematics, following



Mrs. Casement
of Kansas

the profession of her mother and her grandfather Harshbarger. While teaching at Sedan she met Floyd Casement, a young local rancher, and they were married. Both Mr. and Mrs. Casement's grandfathers settled in the county in 1870, not many years after being discharged from the Union Army. They knew the hardships that befell most early pioneers. The Casements, married in 1923, also faced several discouraging years. They now own about 2,100 acres and rent 1,500 additional acres for their commercial Hereford cow herd. Mrs. Casement owns a herd of 100 cows under her own brand.

The Casements have three children, two girls and one boy, each of whom is married and has his own family. One daughter lives in Phoenix, Ariz., the other in Bartlesville, Okla.; the son and family live on the Floyd Casement ranch

west of Sedan. The five grandchildren are Mr. and Mrs. Casement's chief interest nowadays.

The Casements are active members of the Baptist Church, where Mrs. Casement teaches the adult Bible school class and is very active in missionary and religious education work of her church. She is a member of a federated study club and the American Legion Auxiliary.

Mrs. Casement has attended the majority of the meetings of the KLA since her marriage and has served the CowBelles as secretary-treasurer and vice-president as well as president. She feels that there is work that this organization can do to benefit the livestock industry and she is glad to be helping.

So . . . meet a fine, modest, hard-working CowBelle from Kansas. Meet Mrs. Floyd Casement.

—D. M.

American National CowBelle Chimes

KANSAS EDITION

VOL. 2, NO. 4 APRIL, 1954

President—Mrs. John Guthrie, Porterville, Calif.
Secretary-Treasurer—Mrs. Clyde Carlisle, Porterville, Calif.

Vice Presidents—Mrs. Joe Watt, Moorcroft, Wyo.;
Mrs. M. E. Trego, Sutherland, Nebr.; Mrs. John
Hanson, Bowman, N. D.

Editor—Mrs. Dorothy McDonald, 7905 Pala
Street, San Diego 14, Calif.

A Message from The President of the National CowBelles

Congratulations to the Kansas CowBelles, and my personal greetings to the National, state and county officers and to members of the American National CowBelles:

Your response to our call for pictures and information from state groups has been very gratifying and it has been a pleasure for our secretary, Mrs. Carlisle, and myself to receive your interesting letters with their information about your activities and ranch life.

A point that has been called to my attention several times is the affiliation fee as set up in our by-laws. Each state group is recognized by having a member on the general council, this member being the state president in office at the time of our National convention. The fee or donation is a symbol of good will and cooperation with the American National CowBelles.

Plans for the distribution of our all-beef cook book are shaping up fast. We plan to sell brands to be printed in the book for a fee of \$5 per brand to finance publication. We do not plan to

make this a big money-making proposition as we would like to sell the books for a nominal sum so that the average housewife can afford to buy one. Any money cleared will be turned back into other beef promotional work.

Each state president will be responsible for sending in 10 tested recipes. They should be in these categories: Soups and appetizers, round steak, roasts, hamburger, choice steaks (also barbecue and sauce recipes), shortribs, boiling beef (including stews), variety meats (heart, liver, tongue, etc.), quantity cookery (for institutions, organizations, etc.), and desserts using beef.

Local groups should send their best

recipes to their own state presidents so that they in turn may choose the ones that best represent their states to forward to us for inclusion in the National cookbook.

So that no one who would like to have their brand in the book may be overlooked, on these pages you will find an application blank, to be filled out and forwarded, together with \$5 and a clear drawing of your brand, to myself or to Mrs. Clyde Carlisle, secretary-treasurer. It is hoped that all state publicity chairmen will see that this information appears in their state and local publications. We want everyone to have an opportunity to have brands included



Kansas CowBelles who recently attended the second district meeting in Ottawa included: (l. to r.) Mrs. Earl Kielhorn, Cambridge, state vice-president; Mrs. Floyd Casement, Sedan, state president; Mrs. Lee Perkins, Richmond, district publicity chairman. In rear, Mrs. Wayne Rogler of Matfield Green, past president, and Mrs. O. W. Lynam, past president of both the state and national organizations.

AMERICAN CATTLE PRODUCER

KANSAS COWBELLE TRIO

In 1951 three busy wives of Kansas stockmen of near Ashland formed the Kansas CowBelle Trio. In the past nine months they have made 40 appearances, singing novelty and western songs. Picture shows Mrs. Walter Brodie, Mrs. Paul Randall, Mrs. Lowell Randall and in rear, another Mrs. Randall, the accompanist.



in our book, so it will be really a National publication.—Marian Guthrie.

Kansas CowBelles

"The 'belle of the Kansas stockman began going to livestock meetings with him long before the Kansas Livestock Association began to have conventions," says Mrs. Floyd Casement. "In 1902 a reception for the visiting ladies and gentlemen was held in the home of Mr. and Mrs. M. C. Campbell of Wichita. This is believed to be the first social event planned for this group of Kansas women."

The Campbells were the parents of Mrs. Jess Harper of Sitka, who has served as toastmistress at many of the social events of the women's groups since then.

This fellowship with other women of similar interests and background developed many fine friendships. The idea grew with the years and more and more women became "regular attenders" at stockmen's meetings. For a while these social affairs were taken care of by the wives of the stockmen and commission men and stockyard owners. The Kansas Livestock Association realized that these activities were a good idea and helped plan the entertainment, sponsoring a ladies' luncheon each year as a complimentary feature. At first the Wichita ladies largely acted as hostesses; Mrs. Emmett Healey, Mrs. Conlee Smith, Mrs. Fred Dodd, Mrs. Charles V. Brooks and others did a great deal of work along this line in the days before we had our own organization. Sometimes the con-

vention met at Topeka and the Topeka ladies assumed these duties. One of the pleasant things that will be long remembered are the gardenia corsages presented to each lady at many of these luncheons by Mr. and Mrs. Hugh Whiteford of the Commercial National Bank of Kansas City.

In 1948 the women decided they should not let the KLA do all the work and pay the bill for their luncheons. They elected Mrs. Bert Culp of Beloit chairman to serve at the 1949 convention. At the latter meeting Mrs. Herb Barr read a few letters and spoke of CowBelle groups in other states. Mrs. Mell C. Harper of Sitka was elected chairman for the 1950 convention. She appointed a committee to plan for organization of the Kansas CowBelles at the 1950 meeting. A constitution was adopted. Officers were elected and 102 women joined; by convention-time the following year there were nearly 300 names on the charter membership list.

The aims were mainly social at first, although the new group felt it should assist in any way possible to promote the welfare of the industry.

Social affairs of the Kansas CowBelles include the ladies' luncheon, a Dutch supper the first evening when the KLA board and executive committee are in session and having a stag dinner, and a new feature, the Chuckwagon Coffee the first morning of the general session. Western duds are featured. The business meeting is held on the last morning of the convention. It is planned that no meeting of the CowBelles shall conflict with KLA meetings.

Kansas CowBelles are now entering their fifth year. Historical data regarding early ranch families is being collected and preserved. The organization is growing. One of the first service projects was the showing of the ANCA films "All Flesh is Grass" and "Land of Our Fathers."

In 1952 we had the honor of providing the National CowBelle Association with its first president, our own first president, Mrs. O. W. Lynam, and its first secretary, Mrs. Mell Harper. We

AMERICAN COWBELLE COOKBOOK FUND

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April, 1954

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10-lb. carton, postpaid..... **\$6.00**

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Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser. —Write for it.

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Complete with Steering Post Control Lever

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Less calving trouble

Angus heifers have less calving trouble, for Angus calves have smaller, polled-shaped heads. Gives you more calves to sell.

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with the latest developments in your field? Here's a group of magazines that specialize in a particular subject: **Livestock**

American Cattle Producer, \$2; Arizona Stockman, \$1.50; Southern Livestock Journal, \$2; The Sheepman, \$2; Hog Breeder, \$2; Sheep Breeder, \$2; Gulf Coast Cattleman, \$2; Mississippi Stockman Farmer, M., \$1.

Horses

Rider & Driver (horses, sport, pleasure), \$5; Eastern Breeder, \$2; Ranchman (Quarter-Horse), \$2.

Pigeons

American Pigeon Journal (Squab fancy), \$2.

Poultry

Crackle & Crow, \$1; Florida Poultry & Farm Journal, M., \$1.

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American Rabbit Journal, \$1; California Rabbit News, M., \$1; California Rabbit Magazine, M., \$1; Rabbit Raiser, M., \$1; Angora Rabbit Magazine, M., \$1.

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Sample copies at single copy prices

promptly became a member and sent in an affiliation gift. It was during this time that our first county group met at the home of Mrs. Darrock in Coldwater.

In early 1953 we served as hostess group to the National CowBelles during the Kansas City convention.

At each of last year's nine meetings in various areas, information about the Kansas Livestock Association, the Kansas CowBelles, "meat and its preparation," meat promotion methods and activities of other groups were discussed. Copies of the booklet "Meat Recipes You'll Talk About," put out by the National Live Stock and Meat Board, were distributed. The public relations committee has distributed 5,000 car stickers, "Hungry? Eat Meat," and also 5,000 stickers "For waistline relief, eat more beef" for use on letters and cards.

The ladies who have served as state presidents since our organization are: Mrs. O. W. Lynam, Burdett, 1950-51; Mrs. Herb Barr, Leoti, 1951-52; Mrs. Wayne Rogler, Matfield Green, 1952-53; Mrs. Floyd Casement, Sedan, 1953-54.

KANSAS COWBELLES' FOURTH ANNUAL CONVENTION

A varied and interesting program was enjoyed at the annual meeting in Wichita on Mar. 11-13. The Dutch supper, with its round tables centered with candles in shamrock holders, its Irish comedy, the appearance of the "Singing Belles", good food and fellowship were enjoyed by 124 ladies. Mrs. Charles Carp of Wichita and her committee surely did a good job for us.

WIBW, the Topeka radio station, sponsored the Chuckwagon Coffee this year. This was two hours of fun, which went over big even with our group of more than 200 people.

The following officers were elected for 1954-55: Mrs. Earl Kielhorn, Cambridge, president; Mrs. George Andrews, Kanopolis, vice-president; Mrs. Fred Winzeler, Lamont, secretary-treasurer. The public relations committee reported, and there was a short talk on taxes which was thought-provoking.

At the ladies' luncheon on Saturday most of the 'Belles wore colorful squaw or fiesta dresses, and the decorations were in keeping with the theme. The Kansas CowBelle Trio, the Singing Belles and a lively tap dance entertained. Mrs. Frances Arnold of Ashland won the "Special Honors" award this year. Mrs. Raymond Adams of Maple Hill and Mrs. Frank Haucke of Florence, who have planned our entertainment so many times in the past, did a grand job this time. They were assisted by Mrs. E. B. Shawver of Wichita.

Here and There With Other CowBelles

The Whitman County (Wash.) CowBelles held one of their most successful affairs recently when they entertained their husbands at a potluck dinner in

the Elk's Lodge at Colfax. The meal featured some of the group's special meat dishes, and Glen Lorang of Station KHQ, Spokane, made tape recordings of some of the recipes to be used on his Farm Hour. In the absence of the president, the meeting was presided over by Mrs. Carl Magee of Hay, vice-president. Among the guests was the state president, Mrs. Floyd Bloomfield of Pullman.

The annual potluck dinner and spring dance of the Tulare County (Calif.) CowBelles was planned at a meeting held in Springfield on Mar. 13. Jeans and prints, as usual, were the accepted costume. During the business meeting Mrs. Marian Guthrie, National CowBelle president and Mrs. Marie Carlisle, National secretary, were introduced. Mrs. Guthrie spoke of the cookbooks now being compiled by the National and also of the monthly program of CowBelles on KMJ-TV, the Fresno Cookbook program.

A potluck dinner was served in Mancos (Colo.) on Mar. 6 with a meeting following for organization of the Southwestern CowBelles to work in conjunction with the Southwestern Colorado Livestock Association. Mrs. Ruth Rogers of Dolores was elected president; Mrs. Jean Bader, Mancos, vice-president; Mrs. Willa Calloway, Mancos, treasurer; Mrs. Helen Blackmer, Cortez, secretary.

The Routt County (Colo.) CowBelles enjoyed a dessert luncheon at Steamboat Springs on Mar. 1. Mrs. Raymond Gray, winner of the slogan contest, was congratulated on her achievement. During the afternoon the group listened to a fine review of Alice Marriott's book, "Hell on Horses and Women" by Mrs. Jack Stehley, Steamboat Springs.

At the 20th annual meeting of the Elbert County (Colo.) Livestock Asso-

KANSAS COWBELLES

Kansas CowBelles.
Born with a will to fight
The raging flood or dusty drought,
And come through smiling bright.
Kansas CowBelles
Helping their friends each day;
No matter the weather, they'll meet it together,
The Kansas CowBelle way.

Kansas CowBelles.
Lending a helping hand,
From north to south and east to west,
To 'Belles throughout the land.
Kansas CowBelles.
Doing some good each day;
It's not in pursuing, but just in the doing,
The Kansas CowBelle way.
(Words and music by Dorothy Winzeler, Lamont, Kans., newly elected secretary-treasurer of the Kansas CowBelles.)

Mrs. Fred Winzeler of Lamont, secretary-treasurer of the Kansas CowBelles and author of the Kansas CowBelle song.



AMERICAN CATTLE PRODUCER

ciation, held in Kiowa on Mar. 6, Mrs. Leavitt Booth, vice-president of the Colorado CowBelles, presided at the organization of the Elbert County CowBelles. Eighteen ladies present became charter members. Mrs. Eldon Butler, Mrs. Carl Ohlson, Mrs. Ray Obrecht and Mrs. Homer Jessup were selected as the first officers of the new group.

Lincoln County (Colo.) CowBelles entertained their husbands at a delicious turkey dinner in the Royal Neighbors Hall at Hugo early in March.

Mrs. Herb Camp, assistant to Mrs. J. H. Robinette, state of Washington program chairman, postcards that they will soon choose a state CowBelle song from among the many entries received. Washington also has an active poster contest under way . . . details later.

The Grant County (Ore.) CowBelles were organized in February at the ranch home of Mrs. Joe Oliver of John Day, with 35 ladies present. Beef promotion was the main topic discussed. Slogans and meat recipes were tabulated preparatory to their distribution to meat markets throughout Grant County. Miss Ilda May Hayes of Burns, state CowBelle president, gave an interesting talk on state activities. She displayed a pin which is to be the Oregon CowBelle emblem — a beautiful silver bell on a bar. Mrs. Sam Keerins recited a poem she had written.

Mrs. Nel Sweeten Cooper of the Arizona CowBelles reports that group is progressing with its yardage project. It is to be a white material with a design of small colored cowbells. One of the leading Arizona stores is helping, and will sell the material when it becomes available. The Arizona CowBelles will realize a percentage on sales.

The Arizona CowBelles launched their own very successful Beef Recipe of the Week project on Feb. 22. Twelve weeks'

This little cowgirl is Janis Fritz, 2½-year-old daughter of Mr. and Mrs. George H. Fritz of Topeka, Kan., youngest CowBelle in the United States, and the only baby 'Belle in Kansas. Her dues have been paid by Mrs. Lucy Platt Stants, Wichita, a charter member of the Kansas CowBelles. Jan's first dues were paid when she was less than a year old. Jan's father is managing editor of the Kansas Stockman and fieldman for the Kansas Livestock Association. Her mother is a charter member of the Kansas CowBelles.



supply of recipes, featuring stew beef, ground beef, beef shanks, shortribs, chuck, brisket, round steak and cubed beefsteaks have already been printed and are being distributed through 72 stores in 22 cities of the state. Approximately 12,000 of each recipe will be given away, and newspapers and magazines will feature recipes.

Mrs. Jesse Stacy of Clifton, president of the Arizona CowBelles, presented the first recipe to Mrs. Howard Pyle, first lady of Arizona, at her home in Tempe.

The Arizona CowBelles are proud to announce the formation of the tenth county group within their state, the Graham County CowBelles. The first president of the new group is Mrs. Roy Layton of Safford.

Mrs. Thelma Trego, first vice-president of the National CowBelles, conducted a school of instruction for the O.E.S. Feb. 15 at Wood Lake, Nebr.

Two well-known Nebraska CowBelles, Mrs. D. C. Schaffer, wife of Stock Growers' President Dewey Schaffer, and Mrs. Woodrow Metzger, vice-president of the Nebraska CowBelles, have been seriously ill. Both underwent surgery in February but are now making a good recovery.

CONTRIBUTORS TO BUILDING FUND

. . . Continuing a listing of donors to the American National's building fund at Denver, the following have received thanks for their support of the project:

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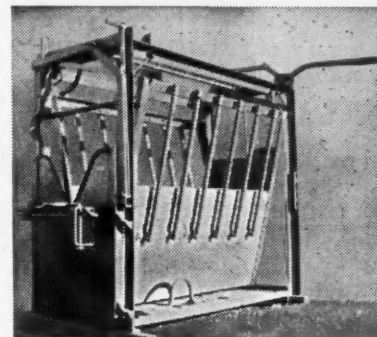
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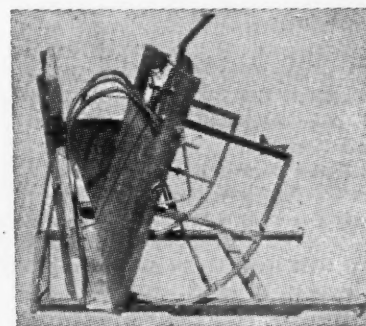
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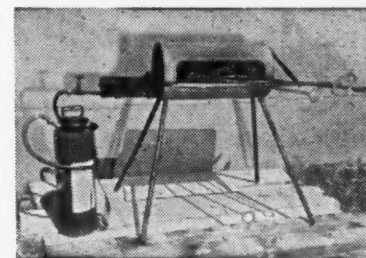
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Sale at Ranch, 5 Miles East, 1 Mile South of Gettysburg, S. D.

100 Bulls—75 Females

May 1—BHR Annual Sale, Parker, S. D.

50 TWO-YEAR-OLD BULLS GUARANTEED TO STAND ALL TESTS, AND 25 BRED HEIFERS

BONES HEREFORD RANCH

PARKER, S. D.

WRITE FOR FREE CATALOG

BREEDERS: USE THIS SPACE

To give essential facts about your next sale. It will bring you the buyers. The cost is small.

ROYAL FLUSH

An Africander cow belonging to a farmer in the Kroonstad district of the Orange Free State recently gave birth to five calves—four heifers and one bull—in one day, according to a report received from South Africa by the American Brahman Breeders Association. The dam is of a native African breed of Zebu cattle.

RECORD PRICE ON ANGUS

At Madison, Kan., a half interest in a five-year-old Aberdeen-Angus bull has been sold by the Simon Angus Farm to two Texans for a record price of \$115,000. The new half-owners are the Four Wynnes Farm of Kaufman and Byars Royal Oaks Farm of Tyler.

POLLED HEREFORD SALES UP

Purebred Polled Hereford cattle sold for higher average prices at public auction in January, 1954, than a year ago, according to the American Polled Hereford Association. Average price this year was \$782 a head, compared with \$657 in January, 1953. A total of 602 purebred animals brought \$470,850 in January this year, as against 591 head which last year brought a total of \$388,500.

CK SALE AVERAGE \$983

Eighty-three head of purebred Herefords moved out of the CK Ranch at Brookville, Kan., to buyers from 12 states at a sale on Mar. 8. Average price set was \$983, with a total of \$81,635 and the top selling bull bringing a \$7,000 bid. Next-high was a \$5,000 bull. The 31 females offered averaged \$263.

PORTLAND SHOW RETURNS

TO OWN BUILDINGS

Officials of the Pacific International Livestock Exposition at North Portland have announced that the 1954 show, Oct. 19-23, will move back into the Exposition building which has housed the event for most of its 44 years. The Pacific International buildings had been leased in 1952 as a storage facility for the U. S. air force; the facility will become surplus within the next few months and be again available for show purposes.

HEREFORD REGISTER OF MERIT ADMITS 17 NEW ANIMALS

A release from the American Hereford Association discloses that 10 bulls and seven females from herds in nine states have won places in the 1954 listing of the Hereford Register of Merit. These boost the 38-year-old register to a total

CW Prince Domino 21 in pasture condition at 12 years. His get gathered a total of 83 points this year to give him a grand total of 974 points and win him the top position on the 43-year-old Hereford Register of Merit. He is owned jointly by W. J. and Roy R. Largent and Sons of Merkel, Tex.



of 105 sires; bulls must have 100 points from at least five sons and daughters, and females 25 points from at least two offsprings, in order to be eligible for entrance in the register.

WASH. CATTLEMEN HOLD FIRST RANGE BULL SALE

In its first all-breed range bull sale some weeks ago, the Washington Cattlemen's Association recorded the following statistics: A total of \$35,006 on 84 bulls, averaging \$417; 43 Hereford bulls bringing \$20,151 for a \$468 average; 18 Angus bulls yielding \$6,695 for an average of \$372, and 23 Shorthorn bulls making \$8,160 to figure \$355 a head.

IDAHO STUDENTS PLAN SHOW

The Ag Club of the University of Idaho at Moscow is readying its 25th "Little International" for May 8. This collegiate livestock show is a week-long event presented by the students in the College of Agriculture and includes judging, identification and fitting and showing contests in beef and dairy cattle, swine, sheep and poultry.

GRASSLAND SHOW PLANNED

The Grassland Livestock Association, organized last year in Nebraska, has announced plans for its second annual Hereford show, to be held at North Platte, Oct. 9-12. Exhibitors from all parts of the country are invited to participate, and plans call for an increase in premium money over the \$2,750 figure of 1953, when 180 Herefords from Nebraska, Colorado and Kansas were entered and C. K. Mousel of Edison, Nebr., showed the grand champion bull.

BRAHMAN SELL AT OCALA

The tenth annual Ocala Brahman Sale, held Mar. 6 at Ocala, Fla., showed an average of \$443.90 for nine bulls and \$525 for eight females, the top bull selling at \$950 and the top female price being \$800.

IDAHO ASSOCIATION REPORTS GRATIFYING SALE RESULTS

The 50th annual spring bull sale of the Idaho Cattlemen's Association, held last

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month at Filer, produced some very satisfactory figures, with the 214 animals offered selling for a total of \$82,310, the top bull bringing \$1,000 and the next-high in price going for \$900. The bidding was spirited, with 128 buyers from four states taking part. The bulls they bought were classified A, B, C; 28 A's sold for \$16,185 (average, \$578.03); 94 B's brought \$41,315, to average \$439.52; 92 C's totaled \$24,810 for a \$269.02 average price per head.

COVER PICTURE

The cover picture this month was taken on the Oxbow Ranch, Prairie City, Ore. These are commercial calves just branded. (American Angus Assn. photo.)

SCOTCH CATTLE BREEDERS TO MEET IN SOUTH DAKOTA

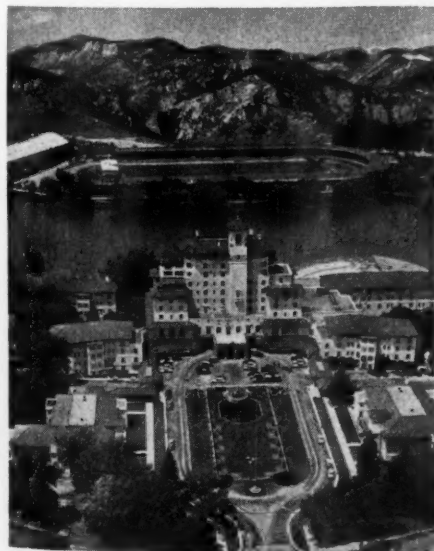
Belle Fourche, S. D., will be the scene, May 24, of the American Scotch Highland Cattle Breeders' annual convention. Special guests at the meeting will be Mr. and Mrs. T. H. L. MacDonald of Taynuilt, Argyl, Scotland, where Mr. MacDonald is the president of the Highland Cattle Society in his country.

HEREFORD CONGRESS SET. ALL BREEDERS INVITED

Western cattlemen are being invited to plan on attending the Hereford Congress to be held at Colorado Springs May 20-22. Lars Prestrud, chairman of arrangements, stresses that not only Hereford breeders but all who are interested in producing better beef of any breed will find much of value in the event.

Highlights will be a steer grading demonstration and show, and panel discussions. The banquet speaker will be Dr. Kenneth McFarland, educational consultant for General Motors.

The congress is co-sponsored by the Colorado Hereford and American Hereford associations.



Site of the steer-grading demonstration and Hereford show slated for May 20-22 at the Spencer Penrose Stadium at Broadmoor near Colorado Springs.

April, 1954

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Gillette, Wyo.

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Purebred and Commercial

GRASS RANGE

N BAR RANCH

MONTANA

STEAKS AND STEERS CAN'T BE COMPARED

MANY PEOPLE COMPARE THE price of a steak in a retail store with the price of a steer on the farm. Then they decide that perhaps the price spread is too great.

But do they understand all the complex factors which make it possible for that steak to reach their dinner table?

By tape recording made in cooperation with the American National Cattlemen's Association, Roger Corbett, agricultural counsel for the National Association of Food Chains, has pointed out some of the things which help determine the price of steak. We are reproducing his talk in part:

If a steer was all steaks, such a comparison would have meaning. Only then would the comparison between the price of steak and the price of the steer be logical.

The side of a choice steer was processed into retail cuts for the benefit of an audience of newspaper people in Washington, D. C. As each cut was trimmed into its retail form the weight was recorded and the current price in the retail markets of Washington applied to this weight. The fat and bone were placed in a pile at the end of the big table.

When the demonstration was over, nothing was more impressive than the

large pile of bone and fat, virtually worthless. In fact, the total market value for the 186 pounds of bone and fat in the entire carcass was only \$2.34. The cost of the carcass was 44 cents per pound, so this bone and fat had cost, at the "going" price, \$81.84 for which only \$2.34 was received. This loss, of course, has to be carried by those cuts which are in demand and for which consumers are willing to pay.

Probably second only to the bone and fat in impressing this audience was the group of so-called "economy" cuts, including the chuck blade roast, bone in; ground beef; plate boiling beef; short ribs; shank and kidney. These economy cuts totaled 170 pounds and the average price received for them was 36 cents per pound—or eight cents per pound less than was paid for the carcass.

The editors were greatly impressed with the small portion of the carcass that found its way into higher priced steaks and roasts—155 pounds which averaged 94 cents per pound. When the total return from the carcass was compared with the total cost of the carcass, all were surprised at the small margin taken to cover the costs of retailing.

Producers, packers and retailers are all interested in having the cattle and beef industry thoroughly understood.

TAYLOR TESTIFIES AGAINST CONTROL

IN RECENT testimony before the House

Agricultural Committee, American National President Jay Taylor, citing the huge inventory losses sustained by cattlemen, said that the great majority in the cattle business still are determined to handle their problems in their own way and through a free market.

He quoted the resolution adopted by the American National at Colorado Springs which "commended President Eisenhower's and Secretary of Agriculture Benson's new farm program as a step in the right direction toward bringing the nation's farm economy back to a sound basis," and endorsed the program "with the hope it will eventually lead to complete decontrol."

He referred to the successful campaign in 1953 to move surplus beef into consumption, in which producers had the cooperation of the National Live Stock

and Meat Board, packers, retailers, and other segments of the industry, and said this campaign is being continued and amplified.

In pointing out the difference between the emergency assistance given the industry and a price support program, President Taylor said: "In the first place, these programs were instituted largely as relief measures in a major disaster—drouth, which forced untimely liquidation of cattle herds—and, secondly, the beef buying part of the programs were implemented largely with Section 32 funds set aside for the buying of surplus commodities—and 1953 was the first year in almost 20 years during which the funds have been available that any appreciable amount was spent for beef products."

"No new tax-eating appropriations have been necessary to carry out these emergency programs because the funds came from the Section 32 funds mentioned and from funds previously earmarked for foreign aid . . . and consumers have continued to get the benefit of lower prices for the large supply of beef available to them."

He said he was glad to note that Secretary of Agriculture Benson has indicated readiness to proceed with a renewal of the beef purchase program to meet the drouth emergency that appears to be developing all too fast through areas of the western plains and the Southwest.

Objecting to a price support law, he declared:

"Cattle are the least adaptable of all commodities to price supports and production controls. Calves are often born in one state, pastured in another, fed in another, slaughtered in a fourth state, and the beef marketed 1,000 miles away, with change of ownership at each stage."

"Cattle sell at every 5-cent notch over a spread of more than \$20. They cannot be produced to specifications and ascertaining the various grades and classes calls for highly skilled judgment that cannot possibly be written into a government regulation."

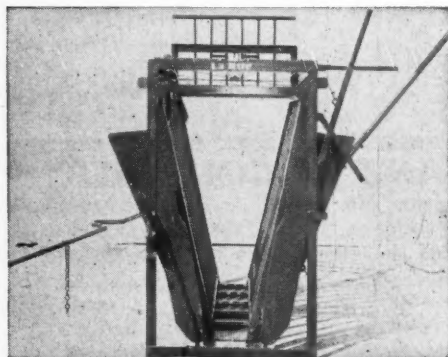
"Furthermore, when wheat, cotton, corn or other farm products are limited by allotments, the land excluded from the program can be planted to some other crop. But grass land, which is ranch land, has no such versatility. It would have to lie unproductively idle."

President Taylor pointed out "that cattlemen are large taxpayers and they cannot understand what good the paying out of \$400,000 per day for storage of the basic commodities is doing the farmer. If this large sum, plus all other costs, such as deterioration, freight, inspection and supervision, were given to the farmer in the form of reduced taxes, he would certainly be better off financially."

Mr. Taylor concluded: "We don't want less for the farmer and cattleman. We want more, but we don't want it in the form of a government subsidy. We want to earn it ourselves in a free market."

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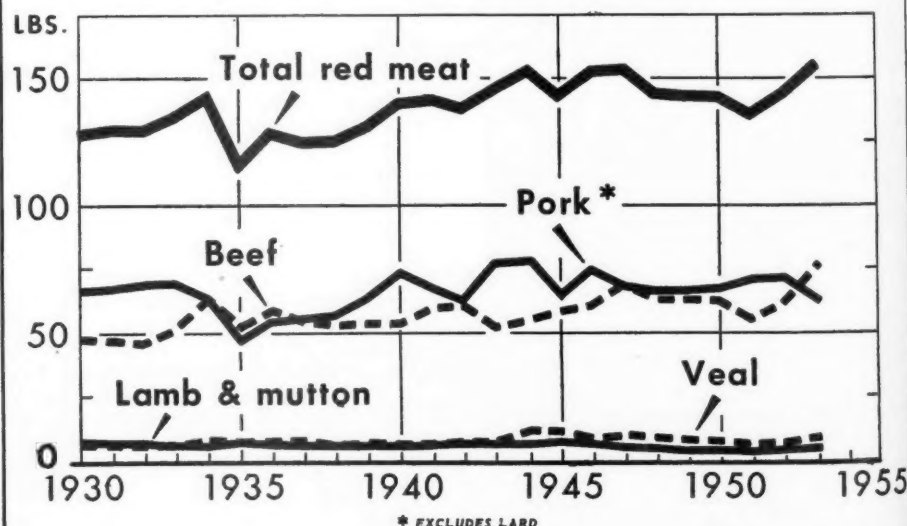
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Consumption of red meat per person increased to 154 pounds in 1953, the highest rate since 1908. Beef consumption set a new record of 76 pounds, but consumption of pork was down to 64 pounds, an 11-year low. The supply of pork is being reduced further in 1954, before beginning a new uptrend this fall. The supply of beef, however, will stay large. The record rate of cattle slaughter in 1953 proved insufficient to halt the uptrend in cattle numbers, which on Jan. 1 were up 1 million head to a new high.

AMERICAN CATTLE PRODUCER

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Olson, Big Piney Groups Honored For Youth Work

TWO YOUTH PROGRAMS UNIQUE in the livestock world, previously publicized in the PRODUCER, have received further national recognition from the famed Freedoms Foundation, Valley Forge, Pa.

Claude Olson and the Olson Livestock Foundation of Buffalo, S. D., were awarded the George Washington Honor Medal and a cash prize; and the bull raising and sale project of ranchers and the Lions Club of Big Piney, Wyo., received a certificate of honor.



Claude Olson

Olson's project, called "Claude's Kids," was cited as "developing pride of ownership, responsibility to themselves and the nation, and an early understanding of the free incentive system."

The Big Piney program, instituted by Robert O'Neil and other prominent ranchers, was saluted as "an outstanding achievement in helping to bring about a better understanding of the American Way of Life."

Mr. Olson started his project 8 years ago by giving a heifer calf to each of 10 neighboring youngsters who agreed to return, for redistribution to other youngsters, the first calf born of the heifer. Olson's gifts and leadership continued until last year when he turned management of the program, which now includes more than 80 youngsters, to the boys and girls involved "to give them more responsibility and pride of accomplishment."

The Big Piney program offers ranch youngsters opportunities to purchase and care for quality bull calves which are then sold at the famous Big Piney bull sale each fall.

President Eisenhower is honorary chairman of Freedoms Foundation with Former President Herbert Hoover as honorary president. Judges included noted business and civic leaders, congressmen and supreme court justices from several states. Chairman of the

award jury was the Rev. Theodore Hesburgh, president of Notre Dame University.—Lyle Liggett.

SUIT AGAINST PACKERS DISMISSED BY JUSTICE DEPT.

Charges in the anti-trust suit which the Justice Department filed against Swift, Armour, Cudahy and Wilson nearly six years ago have been dismissed. In its suit, the department had charged the four packing firms with collusion and monopolistic practices.

The State Presidents

Brooks J. Keogh, president of the North Dakota Stockmen's Association, is a third-generation operator of the ranch on which he lives with Wife Kay, 8-year-old Daughter Kathleen, and 5-year-old twins, Mary and Frank. Their lives are deep-rooted in the land and in their work there, and Mr. Keogh says emphatically that "I always want to remain in the cow business." Until ten years ago, the T-up and T-down Ranch was the home of Brooks' father and mother, the Frank Keoghs, who now reside at Watford City.



Mr. Keogh

White-faces are raised at the ranch, which lies 30 miles northeast of Watford City, 20 miles southwest of Sanish and borders on the Fort Berthold Indian Reservation in McKenzie County. The post office address is Keene. The love this tall rancher has for horses is echoed now by his growing youngsters, who also enjoy the companionship of a fine collie and a cat—besides the many other animals which also populate the farm. Actually, there is almost no farming of market crops here; some of the farmland is leased out, and the rest is planted to corn and feed such as alfalfa and grass. Brooks Keogh prefers to devote his attention pretty exclusively to the cattle operation.

The family is occasionally storm-bound when the location and weather

make roads impassable. That's mainly why there's a shiny Cessna 120 hangared a short distance from the house and a 1,200-foot grass landing strip. The house itself is old and firm, and has been added to as need indicated; it and the surrounding buildings are well kept and neat, so that the effect of the whole is one of comfort and warmth.

The children have their own brand, the Y Cross, which was originally owned by the Marquis de Mores at Medora. As for the T-up and T-down brand, Brooks Keogh remembers the story that his grandfather, Pat Keogh, drove to Pierre, S. D., the nearest place at that time (the 80's) where he could register the brand.

The grandson feels that the old ranch has been good to him, and "I wish never to live very far from it." He and Mrs. Keogh, a former teacher whom he met while both were in college, center their interests around the ranch but enjoy other activities as well—still and movie picture making, square dancing, reading, etc.

They realize that the Garrison Dam, which will flood the rodeo grounds at Sanish among other things, may bring about many changes in the area. One of the Keogh camps which is leased near the river, for instance, will eventually be under water—but many other stockmen and ranchers are expected to suffer greater loss. In spite of such a prospect in the future, and also the beef market situation of the past year, here is one cattleman, at least, who feels that long-range optimism should not be entirely dampened—for "Cows are here to stay."



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TO THE EDITOR (Cont.
fr. P. 4)

and salt which is self-fed; that is, from several days' to a week-or-more supply is put out around water where cattle can help themselves. Enough salt is mixed (2 parts by weight of meal to 1 part fine salt most generally) with cottonseed meal to keep cattle from eating too much. In fact, it is easy to regulate consumption of meal this way and cattle do not have to be handled—almost impossible on rough hill and mountain ranges here to feed them any other way.

Greater part of calves and yearlings were sold last fall to lighten up on the ranges and keep the grocer and bankers in a better mood. Steer calves and yearlings went at 14 to 16 cents, with a few at a better figure, and heifers at 1 to 3 cents less. There was a sale of average good grade mixed calves that did not go last fall at 17 and 20 cents, but doubtful if the sellers made money by keeping them over because of the heavy shrinkage.

Calf crop prospects poor account of dry year last year. Experts say numbers of cattle can't be cut till 50 per cent or more of slaughter are cows and heifers. Looks like a lot of us didn't heed this advice last year as the percentage of she-stuff slaughtered went down to around 34 and is just barely crawling up in recent months. Am not looking for much improvement in the market till we push she slaughter up above 50 per cent.—H. L. Parks, Sierra County, N. M.

REPORT FROM ROME—This assignment has been an interesting follow-up to my retirement from the Forest Service. While the work is very different from that in the United States, nevertheless there is much which can be done in stimulating interest in better range management throughout the world. . . . Much interest has been developed. Sooner or later this should result in greater forage production and more efficient livestock production of benefit to the stockmen and other people, particularly in underdeveloped countries. I have found that there is great need for meat, milk and other animal products in many countries and more efficient range livestock production should help in meeting this need. The sending of beef to Greece indicates the recognition of that need.—W. R. Chapline, Forestry Division, Food and Agriculture Organization of the United Nations, Rome, Italy.

TEAMWORK LAUDED—Snow recently in the Black Hills and Pine Ridge country has been quite uneven. Drifting leaves much ground still dry. March cattle condition is best ever. There is a big carryover of hay. Winter pastures, bare all winter, are mostly close cropped. South Dakota Stock Growers had a good quarterly meeting at Ka-

doka Mar. 4-5. Wells and running streams have held up, but many stock ponds are dry or very low. The teamwork of the American National and the state associations will be a strong plus factor in solving our problems. Higher costs and lower selling prices will add up to low income taxes for most stockmen in this area in 1954. Ranch labor is in greater supply than since 1930-40. We are looking forward to a good meeting in Hot Springs June 7-9.—L. O. Rickenbach, Dawes County, Nebr.

EFFECTIVE—I'd like more windshield stickers this time. I think they are good advertising for our association and I firmly believe that without it we would all be a lot worse off this year than last, which was bad enough. But we put on an excellent demonstration of what a comparatively small group can do for itself when the people of their own free will get together and cooperate.—T. K. Montanye, Okanogan County, Wash.

MARCH COVER—Re my picture used on your March issue: This particular bunch of calves I sold to the Dumbbell Ranch at Hyannis, Nebr. There were 700 head that weighed 412 pounds average at Cody, Wyo., after a 40-mile trail, in November—Chas. J. Belden, Pinellas County, Fla.

Colo. Explains Beef Sign Plan

COLORADO HAS COME up with an idea that will put beef on billboards. It has much merit and has already attracted attention in a number of other states.

Briefly, the plan calls for an arrangement with a Denver sign firm to furnish, without expense to the rancher, a 3'x6' sign that will be put up on his place, with one side of the sign advertising beef like this: "Watch your Curves, EAT BEEF," and the other side sold by the sign company to some other industry to pay for the whole works.

Originator of the idea, the Colorado Cattlemen's Association, will have its name on the sign, and a particularly attractive feature will be the name of the ranch or rancher with his brand prominently displayed and explained on an attached shingle sign.

CCA secretary, Dave Rice, says he'll have 200 of these signs in the field by June and hopes that by the end of the



AMERICAN CATTLE PRODUCER

year 500 of them will dot the highways throughout the state.

The signs will be installed and maintained by the sign company, will be set in cement and will be all metal, with the signs themselves of aluminum and the display material light-reflecting.

Beef Bacon Getting Play

ENTHUSIASM GENERATED BY cattlemen all over the nation has resulted in a "revival" of packer interest in the development and distribution of "beef bacon."

Introduced at the American National's convention in mid-January as a product capable of competing with regular pork bacon both in price and taste, the breakfast treat captured the imagination of the cattle industry and conventioners returned home to spread the word to local packers.

Old-timers in the packing business pointed out that bacon made from beef is not a new product, but that some of the techniques used in tenderizing and curing the recently introduced products offered greater promise for public acceptance than those used when beef bacon was only a delicatessen specialty.

Meat industry leaders say demand for beef bacon in areas where it is being market-tested seems to be coming from housewives interested in trying "something different" for breakfast and from those who do not eat pork for religious or other reasons.

Retailers say it is too early to tell whether beef bacon will sell in substantial and steady quantities when the novelty has worn off or when the 15 to 20-cent price differential with top-quality pork bacon is narrowed. Some grades of pork bacon are selling at the 60 to 70-cent bracket of beef bacon, although most pork bacon is selling above 90 cents a pound.

Some packers have reported that their demand for choice beef plates, from which beef bacon is made, has forced the price of plate up several cents, which in some cases, makes it difficult for them to produce beef bacon at a price which will compete favorably with pork bacon.

Many small packers around the nation are producing beef bacon under a variety of names. The Food Field Reporter in a recent front-page story said that Armour and Wilson indicated plans for limited introduction of their brand-name products shortly. Rath Packing Company of Waterloo, Ia., furnished nearly 20 tons of "Breakfast Beef" for a recent test in Safeway stores of the eastern Rocky Mountain area.

The magazine said that specific packers had not indicated plans for national campaigns soon, although it has been understood that some will "go national" if demand continues strong.

The magazine also said that packers were interested in the beef bacon be-

cause of the current price advantage at the retail level and because they hoped to relieve the pressure of high beef stocks and a dwindling pork supply which could put pork products into the awkward position of being priced out of the market.

Many stockmen and CowBelles have worked with local packers in securing introduction of the product in their markets. And several small packers have admitted that they would not "fool with" a "new bacon" except for the encouragement they received from their local supplier-customers.—Lyle Liggett.

Personal Mention

Messages of congratulations have been coming in for F. E. Mollin, who on April 1 completed 25 years as executive secretary of the American National Cattlemen's Association. Mr. Mollin came to Denver from his native Nebraska, where he had been for more than 22 years manager of a large land and livestock company. The messages commended him for his loyal and efficient service to the cattle industry.

In two major personnel shifts within the Bureau of Land Management, William G. Guernsey has been transferred from regional administrator in Portland, Ore., to assistant director at Washington; and Earl J. Thomas of Sacramento, Calif., is transferring from the Bureau of Reclamation to become assistant to the director of BLM in coordinating reorganization activities.

Robert B. Tootell of Pullman, Wash., has been appointed governor of the Farm Credit Administration by the Federal Farm Credit Board. He succeeds C. R. Arnold of Hilliards, O., who leaves the position for health reasons.

Dr. Charles U. Duckworth, formerly head of California's agriculture department and more recently active in eradication work against foot-and-mouth disease in Mexico and several European and Near Eastern countries, has been sent to the Philippines for the Foreign Operations Administration. An outbreak of foot-and-mouth disease is reported among some 12,000 water buffalo in four provinces of central Luzon. At stake are the other carabao in the Philippines which supply the only source of motive power, as well as other farm animals.

R. L. Farrington, director of agriculture credit services, has been appointed solicitor of the Department of Agriculture. He succeeds Karl D. Loos, who is returning to his Washington law practice. Also announced is the naming of Kenneth L. Scott, deputy director of the Production Credit Service, Farm Credit Administration, to succeed Mr. Farrington in his previous post.

Dr. Cornelius D. Van Houweling, an official of the American Veterinary Medical Association from 1948 until last fall, has been named director of livestock regulatory programs of the USDA.

INHALE, EXHALE!

A rancher at Moses Coulee, Wash., who evidently knew a good thing when it came his way, has been feeding 350 cows and 220 calves 8 tons of onions a day recently. When two onion growers in the newly irrigated Columbia Basin went \$35 in the red to ship 450 tons of their 1953 crop to Minnesota, they offered the rest of their stored product to the rancher if he'd haul it away. Now he reports his cattle have developed an epicurean taste for the smelly vegetable (which, he says, is "something" at close quarters), and their owner is cutting his hay bill. He does not expect the taste of milk or meat to suffer from the diet addition.

DO YOU HAVE A CHOICE?



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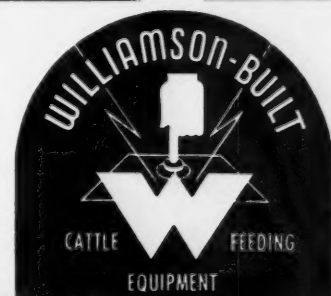
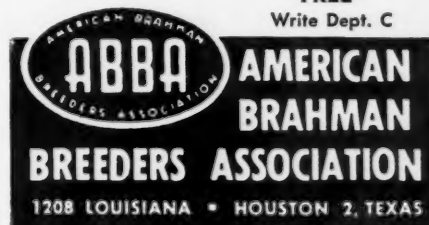
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8,616 ACRES. Prominent Georgia Plantation. 50 inch rainfall. 12 month grazing. Top production. Hay, grain, beef, pork, peanuts, soybeans, cotton. Selling to settle estate. \$300,000. Only \$50,000 down. Geo. A. Chapman, 836 Camp Drive, Ocala, Florida.

FOR RANCHES, GROVES OR HOMES contact J. H. Holben, Realtor, Lake Wales, Florida.

Cattle, sheep ranches, wheat farms in Eastern Montana. E. L. (Roy) Alexander, Jordan, Montana.

CENTRAL KANSAS Excellent Improved Cattle Ranch—Write to Frank Wells, Lyons, Kansas.

MEAT BOARD CONTEST DRAWS STUDENT INTEREST

The National Live Stock and Meat Board announces its 1954 meat poster contest for high school students is arousing unprecedented interest among young people throughout the nation. Teachers in 1,019 high schools in the 48 states and the District of Columbia have already entered 18,029 students in the contest, theme of which this year is "The Value of Meat." All posters will be judged on theme, originality, slogan, effectiveness and artistic presentation. Cash prizes will be awarded to national as well as state winners, and each student may enter as many posters as desired.

MEETING ON SCABIES

At a meeting called last month in Salt Lake City by the Agricultural Research

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PLANT SEVELRA ALFALFA—An Idaho developed product for almost one-half century. Extremely hardy and heavy yielding. Can also supply combination grasses to plant with it. Write James O. Beck, grower and grassland farming consultant, % Mayfield Stage, Boise, Idaho.

TANNING

We will tan anything from a mouse to a moose. Either with hair on, or various kinds of leather. Manufacturers gloves, garments, robes. Quick, efficient, reliable. Free price list. Valcauda Fur Co., National Bldg., Seattle, Wash.

MISCELLANEOUS

Make \$20.00 Per Day
selling rural Mail Box Sign that shine at nite. P. O. routing requires name on same. Free sample outfit. Illuminated Sign Co., 3004 1st Ave. S., Minneapolis, Minn.

PEAFOWL, swans, pheasants, guineas, bantams, ducks, geese, 30 varieties pigeons. John Huss, Bettendorf, Ia.

PAPER - ENVELOPES - ENVELOPE PRINTING. Gentry Paper Prod. Box 11, L. I. City 1, N. Y.

DO YOU find it difficult to secure information about sheep and sheep ranching methods? The Sheep and Goat Raiser reaches more sheepmen with more information on range sheep than any magazine published. Subscription rates, \$2.00—two years; \$5.00—five years. SHEEP & GOAT RAISER, Hotel Cactus Building, San Angelo, Texas.

Send 10c for lists either shotguns, rifles, handguns, ammunition or send 25c for all lists. FRAYSETH'S, Willmar, Minnesota.

Service, some 50 men from a group of western states concluded that it should not be necessary for entire states to be quarantined because of a recent outbreak of scabies, but that areas adjacent to such outbreaks should be closed. Methods of spraying and dipping against the ailment were discussed and benzene hexachloride was approved for use. Present for the meeting was F. E. Molin of Denver, executive secretary of the American National.



May 13-15—Washington Cattleman's Assn. convention, Okanogan.
May 17-19—Oregon Cattleman's Assn. convention, Baker.
May 19-21—Idaho Cattleman's Assn. convention, Lewiston.
May 20—Sandhills Cattle Assn. meeting, Thedford, Nebr.
May 20-22—Montana Stockgrowers Assn. convention, Miles City.
June 1-3—Wyoming Stock Growers Assn. convention, Laramie.
June 2-5—Colorado Cattleman's Assn. convention, Pueblo.
June 7-9—Convention, South Dakota Stock Growers Assn., Hot Springs.
June 7-9—Convention North Dakota Stockmen's Association, Dickinson.
June 10-12—Nebraska Stock Growers Assn. convention, Chadron.
June 15-17—Midsummer meeting, Florida Cattleman, Vero Beach.
Oct. 19-23—Pacific International Livestock Exposition, North Portland, Ore.
Oct. 29-Nov. 7—Grand National Livestock Exposition, San Francisco.
Nov. 10-12—58th annual meeting, U. S. Livestock Sanitary Assn., Omana, Nebr.
Nov. 26-Dec. 4—International Livestock Exposition, Chicago.
Jan. 10-12, 1955—58th annual convention, AMERICAN NATIONAL CATTLEMEN'S ASSN., RENO, NEV.
Jan. 14-22—National Western Stock Show, Denver, Colo.

WESTERN DRESSED MEATS

| | (Chicago) | Mar. 25, 1954 | Feb. 25, 1954 |
|----------------------|-----------|---------------|---------------|
| Beef, Prime | | \$43.00-44.50 | \$44.00-45.50 |
| Beef, Choice | | 36.00-39.50 | 37.00-39.00 |
| Beef, Good | | 32.00-35.00 | 33.50-35.00 |
| Beef, Comm. | | 20.00-32.50 | 30.00-32.50 |
| Veal, Prime | | 43.00-45.00 | 44.00-47.00 |
| Veal, Choice | | 35.00-41.00 | 37.00-39.00 |
| Veal, Good | | 32.00-37.00 | 34.00-38.00 |
| Calf, Choice | | 30.00-33.00 | 28.00-31.00 |
| Calf, Good | | 28.00-31.00 | 28.00-31.00 |
| Lamb, Choice | | 44.00-49.00 | 40.50-43.00 |
| Lamb, Good | | 45.00-47.00 | 39.00-42.00 |
| Pork Loin, 8-12 lbs. | | 55.00-56.00 | 55.00-58.00 |

CHICAGO LIVESTOCK PRICES

| | Mar. 25, 1954 | Mar. 24, 1953 |
|----------------------|--------------------|---------------|
| Steers, Prime |\$25.00-31.00 | \$24.00-28.00 |
| Steers, Choice |22.00-27.25 | 21.25-24.50 |
| Steers, Good |18.50-22.75 | 20.00-22.00 |
| Steers, Comm. |16.00-19.00 | 18.00-20.50 |
| Vealers, Gd.-Ch. |25.00-27.00 | |
| Vealers, Cm.-Gd. |15.00-25.00 | 17.00-27.00 |
| Calves, Gd.-Ch. |18.00-23.00 | |
| Calves, Cm.-Gd. |14.00-18.00 | 15.00-19.00 |
| F.&S. Strs., Gd.-Ch. |18.00-22.75 | |
| F.&S. Strs., Cm.-Md. |13.00-18.00 | |
| Hogs (200-240 lbs.) |26.75-27.25 | 20.50-20.75 |
| Lambs, Gd.-Ch. |24.00-25.25 | 22.50-23.50 |

Ewes, Gd.-Ch. 8.50-10.50 9.50-10.75

COLD STORAGE HOLDINGS

| | (In Thousands of Pounds) | Feb. 28 1954 | Jan. 31 1954 | Feb. 28 1953 | 5-Yr. Avg. |
|---------------|--------------------------|--------------|--------------|--------------|------------|
| Frozen Beef | | 200,849 | 220,012 | 239,993 | 169,664 |
| Cured Beef | | 9,216 | 9,859 | 13,995 | 12,308 |
| Lamb, Mutton | | 10,734 | 11,460 | 22,206 | 15,369 |
| Total Pork | | 406,230 | 393,307 | 606,277 | 645,189 |
| Total Poultry | | 240,576 | 266,626 | 220,606 | 225,009 |

FEDERALLY INSP. SLAUGHTER

| | (In Thousands of Pounds) | Cattle | Calves | Hogs | Sheep |
|-------------|--------------------------|--------|--------|--------|-------|
| Feb. 1954 | | 1,302 | 518 | 3,883 | 1,099 |
| Feb. 1953 | | 1,170 | 422 | 4,550 | 1,088 |
| 2 mos. 1954 | | 2,843 | 1,064 | 8,595 | 2,331 |
| 2 mos. 1953 | | 2,483 | 875 | 10,817 | 2,377 |

FOREIGN NOTES

Ecuador and Argentina have made a three-year agreement that Ecuador will buy its meat from Argentina when a new packing plant is completed in Guayaquil. . . . Mexico has found an outlet for livestock in Peru. Twenty-five hundred cattle were shipped in February and this movement may be followed by larger ones.

AMERICAN CATTLE PRODUCER